



Men's
Development
Network

Connecting + Collaborating

Strategic Statement 2026–2030



A Five-Year Vision for Equality,
Inclusion & Community Values

mensnetwork.ie

Strategic Statement 2026–2030

About us

Men's Development Network (MDN) is a national non-profit organisation committed to supporting the well-being, personal development, and equality of men and boys across Ireland. The organisation's headquarters are based in Waterford, but it offers a broad spectrum of services designed to empower men to live healthier, more connected lives on a national basis. MDN has a firm foundation in Equality, Inclusion, and Community values and works across local, regional, and national levels to deliver programmes that address the complex realities of men's lives today.

Purpose Statement

The mission at the heart of our work:

By engaging men and boys in self-development and empowering them to embrace healthier, more equitable roles, we lay the groundwork for a society where all individuals, regardless of gender, can thrive.

This guiding principle reflects the belief that when men are supported to thrive, the benefits extend far beyond the individual, positively influencing families, workplaces, and communities. We address the issues of mental and physical health, personal development,



domestic abuse prevention, and leadership training through our wide-ranging initiatives, all within a framework of respect, dignity, and social responsibility.

In the past five years, we have experienced very significant growth, expanding staff numbers from 7 to 31 and increasing annual turnover from €300,000 to €1.8 million. This rapid and transformative growth reflects the increasing demand for our services and demonstrates our deepening impact across Ireland and beyond. With that comes the need to improve how our organisation is structured and run, which is why we've added a new focus on strengthening our internal systems and governance.

Roadmap to advance allyship and advocacy



Partnerships

We work closely with various national and international networks dedicated to men's health and equality. Domestically, we collaborate with organisations including the Health Service Executive (HSE), Department of Health, SETU, Treoir, the National Women's Council, the Men's Health Forum in Ireland, the National Farmers' Health Alliance, and are a key delivery partner of the ENGAGE Men's Health Programme. Internationally, we are represented on the MenEngage Europe Board, contribute to the global MenEngage Alliance, and are also board members of Working with Perpetrators – European Network,

and active members of Global Men's Health, and Respect UK. We work with Equipundo: The Centre for Masculinities and Social Justice by contributing to their flagship report – The State of the World's Fathers. This is the only global report on men's involvement with parenting and care. These connections enable us to share best practice, influence policy, and drive innovation in male-focused support services.

Over the years, we have established MDN as a key driver of progressive change in the field of men's development. Our flagship MEND (Men Ending Domestic Abuse) programme offers structured support to men who have been violent in intimate

4 | Men's Development Network

relationships, contributing to both individual transformation and greater safety for families. Additionally, initiatives such as “New Conversations with Leaders” and community-based men's groups foster dialogue, peer support, and leadership skills – all encouraging men to engage in positive social change and help them reflect on important topics like identity, gender roles, and power.

Our work is also closely aligned with national health strategies and government policy. As a strategic partner in the development of the Healthy Ireland – Men (HI-M) 2024–2028 Action Plan, we continue to influence how Ireland approaches men's health and well-being. The HI-M plan, led by the Health Service Executive (HSE) in collaboration with the Men's Health Forum in Ireland and the National Centre for Men's Health at South East Technological University (SETU), targets men at greater risk of poor health outcomes. We also contribute to broader national efforts, including Healthy Ireland and Sláintecare, by prioritising access to care based on need and promoting preventive health behaviours.

The HI-M plan places strong emphasis on fostering healthy masculinities, encouraging earlier and more proactive engagement with health services, and addressing gendered health challenges such as heart disease, specific types of cancer, and mental health concerns. National Programmes like ENGAGE, which we co-ordinate, equip practitioners with the skills to engage men more effectively in conversations about their health, contributing to a long-overdue cultural shift in how men view and access care.



By combining advocacy, education, services, and partnerships, MDN plays a vital role in building a fairer, more supportive society. As we grow and move into the next chapter of our work, we stay focused on innovation, fairness, and community impact – so that all men, no matter their background, can lead healthier, more meaningful, and better-connected lives.

OUR VISION

UNDERPINS ALL OUR WORK

That men and boys become proactive participants in their own lives, positively impacting the health and well-being of themselves and those around them.

OUR PURPOSE

EXPLAINS WHY WE DO THIS WORK

To create better lives for all through positive social change, enhancing support for men and boys (families), challenging existing gender norms, and advocating for equality for all.



Influencing

Influencing policy through our dedicated research and thought leadership, setting standards of practice and processes in engaging people in support of social issues affecting men and boys



Advocating

Advocating for social change and greater gender equality



Creating

Creating more spaces for new conversations with men and boys



Increasing

Increasing support to Men, Women and Families



Sharpening

Sharpening our Organisational Competence & Governance Practice



Our Values

Our work is guided by a clear set of values that shape how we act, make decisions, and support others. These values are deeply embedded in our organisation and in how we work together as a team. We are guided by a commitment to the values as they underpin the way we work, and we aim to weave these values into the fabric of our day-to-day.

Equality

We are committed to fostering a fair and inclusive society where everyone is treated with dignity and respect. We help create opportunities for all individuals to thrive by removing barriers to civic participation and challenging discrimination.

Partnership

We believe in the power of connection, collaboration and a proactive approach to drive change. We work together in unity and understanding, to lay the groundwork for lasting and sustainable transformation that benefits everyone involved.

Non-Judgment

Approaching others without judgment fosters a culture of acceptance, respect, and dignity, creating the conditions needed for positive change.

Professionalism

A professional approach ensures both our clients and partners are treated with respect and dignity and all areas of compliance are met.

Love

The cornerstone of our existence, without love the conditions for personal and societal growth are limited.



WHY OUR WORK IS IMPORTANT

Our focus on positive impact and societal change drives the type of services we provide

Across Ireland, many men face silent struggles – battling stress, isolation, or the pressure to live up to outdated ideas of what it means to “be a man.” Our organisation steps into that silence, offering a space where men can talk, reflect, and grow.

Whether it’s a call to the Male Advice Line or joining a group to build healthier relationships, we help men make real, lasting change. And as men heal and grow, so do their families, their communities, and the society around them.



To access and impact men and boys, we provide ▼

- Counselling, mentoring, and a confidential advice line.
- Support for men’s mental health, emotional well-being, and conflict resolution.
- Programmes to Promote Positive Masculinity and Personal Growth.
- Personal development addressing accountability and emotional awareness.

To support and impact women and families, we ▼

- Help prevent domestic violence through early intervention.
- Foster healthier, more respectful family relationships.
- Create safer homes for women and children.
- Strengthen communication and emotional support within families.

Impacting on society as a whole, our work ▼

- Engages men in promoting gender equality.
- Challenges norms and stereotypes related to harmful masculinity.
- Builds respectful, inclusive communities.
- Tackles root causes of violence and inequality.
- Highlights and signposts relevant resources, supports and services towards living flourishing lives.

Reviewing Progress



Achievements during current strategic period

Between 2020 and 2025, MDN introduced and extended several impactful initiatives focused on men's health, leadership, and support services. Here are some of the most noteworthy developments.

Men's Leadership Programme

New Conversations with Leaders (2024): Our programme to help men become leaders in their personal and community lives.

Men's Health & Wellbeing Research

The State of the World Fathers — Ireland: This report, part of the global State of the World's Fathers initiative, is produced every two years, with Irish data included for the first time in 2023.

Our Men's Attitude Now (MAN) Survey in 2022 explored men's concepts on Masculinity and Gender.

Men on the Move Programme

Men on the Move is another example of research conducted by MDN. Registered as an official study, it evaluated a 12-week community-based physical activity programme for adult men.

New Engage Programmes

The development of new Engage training initiative programmes including On Feirm Ground, FarmConnect and MenConnect.

Additional Services

- Offices in Dublin, Limerick, Carlow and Wexford
- Outreach Client Support Service
- Helpline – accessible 7 days/week 52 weeks/year

White Ribbon Campaign

Gender-Based Violence Prevention Training (2024): White Ribbon is the pilot programme launched in schools across Dublin, Wicklow, and Laois to address and prevent gender-based violence. Run in over 60 countries, Men's Development Network leads the White Ribbon campaign in Ireland. Through White Ribbon, MDN is a partner in the Game Changer programme with the GAA using the access and scope of its organisation into communities across the country to address domestic, sexual and gender-based violence and bring about a shift in social attitudes and norms.

On Feirm Ground

On Feirm Ground – Farmer Health and Wellbeing, a research-based programme to improve the health and wellbeing of male farmers through the training of agriculture advisors.

Equality House opening

In September 2022, to mark our 25th anniversary, we opened our newly refurbished headquarters at 49–50 O'Connell Street, Waterford (above).

MEND Programme

The Men Ending Domestic Abuse (MEND) programme continues to offer support to men to address their violent or abusive behaviour in intimate relationships.



Context and Challenges

In 2025, MDN in Ireland operates within a context that is changing rapidly. Communities are facing major challenges – rising mental health issues, shifting ideas around gender, and increasing economic pressure. The demand for timely, impactful support has never been greater.

This urgency necessitates delivery at pace, requiring responsive services that address issues in real time. Amid heightened stress levels, individual and collective resilience and adaptability have become critical to function effectively in an ever-complex environment.

Our services are built around a structured system, ensuring that our interventions are effective, sustainable, and deeply integrated into broader social support structures. While acknowledging the current context and environment, we see MDN and other state services as having a responsibility to lead with a measured approach to counter the frantic and relentless pace of our time.

As a growing organisation, we face a range of challenges, from the impact of harmful societal messages around masculinity to securing sustainable funding that allows the continuity of our work and autonomy in how these funds are utilised.

- **Funding:** Though our funding increased significantly during the last strategic period, we continue to face the ongoing challenge of securing stable, multi-annual funding to meet the need for our services. The reliance on project-based, fixed-term funding creates financial challenges, negatively impacting the continuity of vital programmes and services.
- **Visibility and Outreach:** Reaching marginalised and rural communities remains a significant obstacle. Despite the importance of our work, the limitations of visibility and our outreach efforts hinder our ability to ensure that men in underserved areas can access our support.
- **Societal Challenges:** Harmful masculinity, often perpetuated by social media influencers and mainstream culture, undermines our work. The dominant narrative around masculinity is damaging and could erode trust in our organisation, hindering efforts to promote healthier, more inclusive models for the engagement of men and boys.
- **Geopolitical and Cultural Shifts:** The growing influence of conservative ideologies and media portrayals of narrow, non-inclusive concepts of masculinity is a growing challenge. These shifts threaten the progress made on issues of gender equality and inclusivity.
- **Metrics:** Measuring the impact of our programmes is an ongoing challenge. Without effective metrics and reliable data collection, it's difficult to demonstrate the full impact of our work or to secure the funding and support needed for future initiatives.
- **Changing Demographics:** As society becomes more diverse, the need to address the intersectionality of men's issues is growing. We face the challenge of ensuring our programmes are inclusive and relevant to all men of different backgrounds, identities, and experiences.

Foreword

Ready to Respond

We at the Men's Development Network are pleased to introduce our Strategic Statement for the next five years, 2026–2030. 'Connecting and Collaborating' follows naturally from our previous statement covering 2020–2025 and continues to focus on key areas like service, advocacy, communication, and access. Our intention is to consolidate the work we've done so far, build up our organisation, and carefully grow our partnerships so we can meet future challenges effectively.

This statement holds our organisational vision, purpose and the values that guide us. It comes at an important moment for MDN, as we are going through a period of rapid and significant change moving into the next phase of our development as an organisation.

The global context into which we work is challenging. Loneliness has reached epidemic levels and is especially affecting those from lower socio-economic backgrounds. At the same time, rising inflation, financial stress, and a worsening housing crisis compound the pressures many now face. The psychological toll as a result of rising global instability is significant. Anxiety levels continue to increase, with men experiencing higher rates of depression and suicidal thoughts compared to women.

This is a deeply challenging time where the world around us is simultaneously volatile, uncertain, complex, and ambiguous. Against this backdrop, the work we do and services we provide become even more critical. As a learning organisation, we have worked to support our expert staff team to navigate this context by developing supportive safeguards, best practice methodologies that have been integrated into our workplace culture and practice.

Sean Cooke

Chief Executive Officer



“

Loneliness has reached epidemic levels and is especially affecting those from lower socio-economic backgrounds. At the same time, rising inflation, financial stress, and a worsening housing crisis compound the pressures and anxieties many now face.

”



The Picture by 2030

Our key work priorities for the next five years

We have reprioritised and extended the four pillars from the previous strategic plan and added a fifth foundational pillar to guide our work over the next five years. These pillars will support the continued consolidation, growth and development of our work, shaping our organisational plan moving forward. They will inform our operational plan and annual work plans and will be underpinned by the firm foundation of our organisational governance, competence and commitment.

The following strategic pillars will be our guiding principles



1. **Influencing Policy**

Influencing policy through our dedicated research and thought leadership, setting standards of practice and processes in engaging people in support of social issues affecting men and boys



2. **Gender Equality**

Advocating for social change and greater gender equality



3. **New Conversations**

Creating more spaces for new conversations with men



4. **Providing Supports**

Increasing support to Men, Women and Families



5. **Best Practice**

Organisational Competence
& Governance

What we need to **make it happen**



- Attract and Secure sustainable funding through positioning MDN as thought Leaders in the area of Men's Health and Development and leveraging the existing expertise for training purposes to provide additional revenue to the organisation
- Consolidate what we have before addressing further growth and expansion of programmes; reintroduce existing programmes e.g., Farm Connect that are currently dormant but continue to be relevant
- Strengthen and leverage key strategic, stakeholder partnerships to increase awareness and enable access to the services we provide
- Enhance online presence of the organisation to increase awareness and visibility of MDN and the services we provide
- Training around strategy for combating toxic social media influencers and misinformation online
- Promote MDN using new technologies to promote our key messages, especially through normalising conversations for and with men and boys towards living civically active, flourishing lives.
- Develop and action a targeted social media strategy to combat unhealthy masculinity and provide inclusive definitions of masculinity to boys at an earlier age
- Conduct research through the dedicated research resources and promote findings upward toward policy makers
- Improve Data Collection and Data Management through optimising existing systems
- Address internal governance practice and support employee wellbeing

Strategic Pillar 1

INFLUENCING THE POLICY THROUGH OUR DEDICATED RESEARCH AND THOUGHT LEADERSHIP; SETTING STANDARDS OF PRACTICE AND PROCESSES IN ENGAGING PEOPLE IN SUPPORT OF SOCIAL ISSUES AFFECTING MEN AND BOYS

Description

This pillar is focused on developing the policy, practice and process of engaging men, to include boys. Through this pillar, MDN aims to inform and influence national and local policies, professional practices, and organisational approaches so they are more inclusive, effective, and responsive to the needs of men and boys.



Main Objective

The objective of this pillar is to influence how institutions, communities, and services engage with men and boys on key social issues. This includes promoting gender equality, preventing violence, supporting mental health, and encouraging the narrative around positive masculinities.

TO ADVANCE
THIS, WE WILL
TAKE THESE
ACTIONS



- **Establish our position as a primary source of thought leadership**

We have a unique opportunity to position our organisation as a thought leader in men's development. We will deepen our expertise to become a trusted authority on complex issues such as masculinity, gender equality, mental health, and domestic abuse, thus enhancing our credibility. This, in turn, could attract further funding and support from Government and potential partners in sectors such as Education, Employment, and Healthcare. Additionally, increased media exposure will expand our organisational reach and influence, while also fostering greater engagement from men themselves. By establishing MDN as a thought leader in this space, we can positively influence the national narrative on men's health.

- **Work closely with key stakeholders**

We will work collaboratively across sectors, to influence policy, amplify impact, and drive meaningful, long-term systemic change in men's health and well-being.

- Strengthen our partnerships with other relevant organisations actively involved with men and boys
- Support cross-disciplinary collaboration to strengthen practice in developmental work with men
- Maximise the impact of international networks to ensure our work aligns with cutting edge practices

- **Grow and build better awareness through strategic communications aimed at informing the whole public about who and what we are**

- **Conduct research through our dedicated research resources and promote findings upward toward policy makers**

WE WILL TRACK OUR PROGRESS BY MONITORING:

- Increased awareness of MDN and how our work supports the implementation of policy and practice
- Increased traffic to website and interaction with social media posts
- Data to show and share the story and impact of our work.
- Increased public perception of MDN as a thought leader in men's health and development.

Strategic Pillar 2

ADVOCATING FOR SOCIAL CHANGE AND GENDER EQUALITY

Description

This pillar focuses on challenging harmful gender norms and promoting respectful, equal relationships. We aim to shift societal attitudes by encouraging men to take an active role in ending gender-based violence and supporting equality and safety. Through campaigns, education, and policy submissions, we work to create lasting cultural change that benefits men, women and families.



Main Objective

To challenge harmful gender norms and promote men's active role in creating a more equal, respectful, and inclusive society.

TO ADVANCE
THIS, WE WILL
TAKE THESE
ACTIONS

- Further develop the impact of key programmes such as White Ribbon, MEND, Gamechanger, Engage and On Feirm Ground
- Develop and execute a comprehensive and targeted social media campaign to combat unhealthy masculinities and misinformation online
- Conduct research and enhance policy in support of inclusive definitions of masculinity, moving away from a deficit approach and drive a positive, inclusive, evidence-based definition of masculinity
- Promote earlier intervention in the lives of young people providing a more inclusive definition of masculinity across all media platforms
- Partner with other organisations with a similar focus to achieve greater reach

WE WILL TRACK OUR PROGRESS BY:

- Measuring the uptake of our key programmes
- Accessing people where they are through measuring and analysing our social media engagement
- Monitoring levels of collaboration with other similar organisations



Strategic Pillar 3

CREATING MORE
SPACES FOR NEW
CONVERSATIONS
WITH MEN AND BOYS

Description

We create and nurture spaces that foster open, honest dialogue around masculinity, identity, and well-being. Through inclusive conversations, we encourage reflection, connection, and personal growth, empowering men and boys to develop a greater understanding of self and meaningful relationships with those around them.



Main Objective

To provide safe, supportive environments where men and boys can openly explore the topics of mental health, masculinity, relationships, and equality thereby fostering personal growth, reflection, and positive change.

TO ADVANCE
THIS, WE WILL
TAKE THESE
ACTIONS

- **Continue to build capacity of service providers that engage men and boys through our training advocacy interventions, presentations and workshops**
- **Champion men's wellbeing through a strengths-based approach and encourage men into allyship**
- **Create more spaces to facilitate new conversations**
- **Further develop the MEND programme**
- **Equip community members and professionals with the skills to lead inclusive, reflective conversations, ensuring consistency and quality across programmes.**
- **Extend our reach and identify new service users and target groups for example, male carers who constitute 55% of the carer population. Research shows that this cohort do not ask for or seek help and strategic collaboration with carer groups and associations could further progress this objective.**
- **Create online fora, webinars and podcasts that reach a broader audience, allowing men from diverse backgrounds to engage in these conversations, especially those in rural and remote areas.**

WE WILL TRACK OUR PROGRESS BY:

- Monitoring increase in participation from our target audiences
- Measuring webinar, online forum & podcast engagement data
- Gathering evidence of the impact of participation



Strategic Pillar 4

INCREASING SUPPORT TO MEN, WOMEN AND FAMILIES

Description

We are committed to expanding and enhancing our support services for men, women, and families by addressing their diverse needs through inclusive, accessible, and holistic approaches that prioritise well-being and safety.



Main Objective

To provide accessible, holistic services that promote well-being, safety, and healthy relationships – strengthening individuals and families through counselling, advocacy, and community-based support.

TO ADVANCE
THIS, WE WILL
TAKE THESE
ACTIONS

- **Foster healthier and safer communities for all through targeted supports**
- **Partner with women’s organisations to address emerging issues of concern in an open and progressive way**
- **Strengthen our presence, reputation and story across the country so as our services are increasingly visible to those who may need them**
- **Collaborate with local agencies, healthcare providers, and social services to strengthen referral pathways — making it easier for people to get the right help at the right time.**

WE WILL TRACK OUR PROGRESS BY:

- Monitoring increased participation and referrals
- Measuring collaboration levels and effectiveness with other stakeholder agencies e.g., women’s organisations



Strategic Pillar 5

ORGANISATIONAL COMPETENCE AND GOVERNANCE

Description

Pillar 5 presents a new priority and focus to the strategic plan. At this juncture of growth and success, it becomes necessary for us to look inward, building organisational competence and governance to enhance our organisation.

This strategic priority concerns internal practice and focuses on consolidating our existing work and support systems. Our internal governance processes will support MDN to function optimally and eventually expand its offerings.

Best practice governance is central to our work and our good reputation – this is the foundation stone on which our programme-based activities are built. We appreciate and celebrate the competence and commitment of our Board and team. We aim to support their development by building psychologically safe environments where our team can flourish.



Main Objective

The objective of this pillar is to strengthen our internal systems and processes, leadership, and operational effectiveness, ensuring the organisation is equipped to deliver high-impact, sustainable services. It will address operational efficiencies, communications, working structures & practice and employee wellbeing.

TO ADVANCE
THIS, WE WILL
TAKE THESE
ACTIONS



ENSURING WE REMAIN
RESPONSIVE, RELIABLE
AND RESILIENT

- **Focus on quality assurance of all our service delivery**
- **Work in partnership with our funding agencies and key stakeholders — Department of Health, Department of Agriculture, Department of Justice & Equality, the HSE, Cuan, and programme delivery partners such as Move Ireland, SETU, Tusla, and the Probation Service**
- **Make the necessary organisational adjustments to our operations and governance to strengthen our position as we go forward**
- **Address succession planning to ensure a smooth transition and continuation of the organisation into the future**
- **Strengthen our digital capacity and data management to tell an evidenced-based story and impact of our work**
- **Update our internal policies to address recognition and reward for our team**
- **Commit to caring for our staff, promoting peer support, adaptability and celebrating our achievements**
- **Enrich our core skills through a structured programme of continuous professional development**

WE WILL TRACK OUR PROGRESS BY:

- Conducting an organisational review to evaluate the impact of key changes
- Regular consultation with staff around impact of changes made

Our Impact by 2030



Society

We will have strengthened relationships with key stakeholders to positively influence policy and support for Men's Development.

We will have positioned MDN as a thought leader in the area of Men's Health and Transforming Masculinities.

On MDN

Our identity as a learning and developmental organisation is deeply connected to our core purpose. The work we do, and our achievements, change us as individuals and as an organisation. We will have supported and developed our staff, built their capacity and evolved to meet the needs of those we seek to serve.

Community

- We will have extended our reach and enhanced our services based on need to support those most vulnerable in our communities
- We will have increased our visibility and outreach through greater online presence.
- We will have created more online forums, webinars and podcasts to reach a broader audience and increasingly include people from diverse cultures and experiences.
- We will have reignited previously developed programmes that are still relevant, such as Farm Connect.
- We will have strengthened key partnerships with schools and communities to provide resources and training around key areas of health and development for men and boys.

What we will have achieved

By the end of this decade



Positioned MDN as thought leaders for men's health and development through increasing trust and respect for the organisation.

Developed our capability to optimise our data reporting and data management systems to analyse programme impact. This will enable us to tell an evidence-based story about our work and identify future strategic pathways for the direction of our services.

Provided alternative inclusive, evidence-based messaging around masculinity to counter unhealthy concepts of masculinity being pushed online.

Enhanced our online presence through various channels such as our website, social media

accounts and podcasts to raise awareness around our services and extend our reach.

Developed and expanded key relationships with school and vocational education colleges and communities to expand the impact of key programmes such as White Ribbon and MEND.

Achieved greater efficiency through addressing operational and systems issues within the organisation to enhance capacity and support greater collaboration across the organisation.

Developed and executed a structured CPD plan for employees.

Provided Positive Health Programmes to employees to enhance wellbeing and build resilience.

Connecting + Collaborating



Programme

Lead

Choices: National Domestic Violence Intervention Programme



CUAN

Engage: National Men's Health Programme



MDN

Engage: On Feirm Ground



MDN

Men's Attitude Now (MAN) Survey



MDN

State of the World Fathers Survey



EQUIMUNDO

FarmConnect



MDN

We Consent



DRCC

Game Changer



MDN, RUHAMA, GAA

'Facing Reality' Research



WOMEN'S AID

We Don't Buy It Campaign



RUHAMA & MDN

Turn Off the Red Light Campaign



CIVIL SOCIETY GROUP & SERP

National Farmers Health Alliance



MDN

Healthy Ireland Men's Strategy



HSE

Men's Health Week



MHFI

Walk the Talk



MDN

Programmes and Partnerships

Partners

Description

MDN Mend, Move Ireland, Tusla, Probation, Gardaí, local women's services, MDN support services, Cuan	Delivery of perpetrator programmes
MDN, National Men's Health Centre, HSE, Men's Health Forum of Ireland	Delivery of programmes to engage men on their health and wellbeing
MDN, HSE, Department Health and Agriculture, Teagasc, Mental Health Ireland, ACA	Training programme for farm professionals to engage farmers over the farm gate on their health and wellbeing
MDN, Equipundo, Treoir	Men's attitudes survey in Ireland
17 countries across globe, coordinated by Equipundo	Men's attitudes survey in Ireland
MDN, Teagasc, National Men's Health Centre, Department of Agriculture	Eight-week programme engaging farmers on their health and wellbeing
MDN and various stakeholders, NWC, Ruhama	National Campaign on Consent
LGFA, Camogie Assoc., Cuan, White Ribbon Ireland	Addressing gender-based violence through sport
MDN, SERP, ISPC, spunout, ICTU, Ruhama, NWC	Research on the Harms of Pornography
Ruhama and Men's Development Network	Campaign to end demand for Prostitution
Multiple Stakeholders	Advocating and observing introduction of equality model
Multiple Stakeholders	Forum to highlight farmers' health and wellbeing
MDN, MHFI, NMHC, Irish Cancer Society, Mental Health Ireland	New 5-year action plan for Men's Health under the Healthy Ireland Programme
MDN and Multiple Stakeholders	Annual programme promoting Men's Health
Get Ireland Walking	Programme supporting engaging men through activity

Implementation

Strategic Objectives	Action	Timeline	Cost €
1	Influencing policy through our dedicated research and thought leadership; setting standards of practice and processes in engaging men & boys on their health, wellbeing, gender equality and preventing gender-based violence		
1.1	Establish our position as a primary source of thought leadership		
1.1.1	Promote the practice of the Engagement of Men and Boys	Ongoing	Incl
1.1.2	Develop our Organisation as a learning organisation	Ongoing	incl
1.1.3	Develop a Centre of Excellence regarding promotion of positive masculinities	Dec-28	Incl
1.1.4	Submit policy submissions and budget submissions to Government	Ongoing	incl
1.1.5	Develop an eLearning portal	Jun-27	40,000
1.2	Work closely with key stakeholders		
1.2.1	Strengthen our partnerships with other relevant organisations actively involved with men and boys	Ongoing	Incl
1.2.2	Support cross-disciplinary collaboration to strengthen practice in the developmental work with men	Ongoing	Incl
1.2.3	Maximise the impact of international networks to ensure our work aligns with cutting edge practices	Ongoing	Incl
1.3	Grow and build better awareness through strategic communications aimed at informing the whole public about who and what we are		
1.3.1	Develop a messaging campaign on promoting manhood and positive masculinities	Jul-26	50,000
1.3.2	Build on a social media presence with targeting approach; capture social media data to direct our engagement	Dec-26	10,000
1.3.3	Continue to promote our services and programmes	Ongoing	incl
1.3.4	Increase our communication capacity	Dec-26	80,000
1.4	Conduct research through our dedicated research resources and promote findings upward toward policy makers		
1.4.1	Build on the existing Research with the State of the World's Fathers	Ongoing	incl
1.4.2	Develop two collaborations/year on research and practices	Dec-25	40,000
1.4.3	Develop further research capacity of the organisation	Dec-26	50,000
	- Increased awareness of MDN and how our work supports the implementation of policy and practice - Increased traffic to website and interaction with social media posts - Data to show and share the story and impact of our work - Increased public perception of MDN as a thought leader in men's health and development		
2	Advocating for social change and greater gender equality		
2.1	Further develop the impact of key programmes like White Ribbon, MEND, Gamechanger, Engage, On Feirm Ground		
2.1.1	Promoting the positive engagement of men and boys as social agents of change	Annually	20,000
2.1.2	Conduct evaluations on all programmes and disseminate to relevant stakeholders	Annually	incl
2.1.3	Produce quality data and statistics indicating themes and issues for relevant programmes	Quarterly	incl
2.2	Develop and execute a comprehensive and targeted social media campaign to combat unhealthy masculinities and misinformation online		
2.2.1	Integrate our work with potential coalitions addressing this area	Dec-26	10,000
2.2.2	Compile and update online resources on healthy masculinities and promote	Dec-26	incl
2.2.3	Engage with Technology Company on devising ways to take advantage of algorithms	Jul-28	incl
2.3	Promote earlier intervention in the lives of young people, providing a more inclusive definition of masculinity across all media platforms		
2.3.1	Expand the White Ribbon School programmes to include a further 100 schools/20 each year	Ongoing	50K/year
2.3.2	Develop a relationship with the youth sector	Jul-28	incl
2.4	Partner with other organisations with a similar focus to achieve greater reach		
2.4.1	Build in existing partnerships and coalitions	Ongoing	incl
2.4.2	Explore new collaborations especially in the area of engaging men and boys 2/year	Annually	incl
	- Measuring the uptake of our key programmes - Accessing client and participant engagement through measuring and analysing our CRM system and social media engagement - Monitoring levels of collaboration with other similar organisations		

Implementation

Strategic Objectives	Action	Timeline	Cost €
CONTINUED			
3	Creating more spaces for new conversations with men and boys		
3.1	Continue to build capacity of service providers that engage men and boys through our training advocacy interventions, presentations and workshops		
3.1.1	Consolidate the Engage programme	Ongoing	incl
3.1.2	Consolidate the White Ribbon Schools Programme	Ongoing	incl
3.1.3	Develop the White Ribbon Organisational Programme	Dec-28	30K/year
3.1.4	Develop our Men's Leadership Programme	Dec-26	35K/year
3.1.5	Develop our Transforming Masculinities resources and dissemination avenues	Sep-25	5,000
3.2	Champion men's wellbeing through a strengths-based approach and encourage men into allyship		
3.2.1	Conduct action based research to promote allyship	Jul-27	25,000
3.2.2	Further promote Engage	Dec-27	incl
3.3	Create more spaces to facilitate new conversations		
3.3.1	Build an online model of engaging men in support circles	Dec-27	30,000
3.3.2	Reactivate our Summer School for Male Leaders	Jul-26	20,000
3.3.3	Hold a yearly seminar promoting healthy masculinities	Sep-27	30,000
3.4	Further develop and expand the MEND programme		
3.4.1	Expand the programme in Wicklow and West Waterford	Ongoing	incl
3.4.2	Deliver two intensive residential programmes	Oct-27	45,000
3.4.3	Improve the accreditation for Facilitator Training	Jan-27	30,000
3.4.4	Hold a seminar on intensive Residential programme	Oct-25	incl
3.5	Equip community members and professionals with the skills to lead inclusive, reflective conversations, ensuring consistency and quality across programmes		
3.5.1	Build our Quality Assurance model	Dec-30	5K/year
3.5.2	Build our professional development programme to include external contractors	Jul-27	5,000
3.6	Extend our reach and identify new service users & target groups e.g., male carers who constitute 55% of the carer population		
3.6.1	Create collaborations with existing stakeholders in this field	Ongoing	incl
3.6.2	Develop a programme of engagement in collaboration with FRCs	Ongoing	incl
3.7	Create online fora, webinars and podcasts that reach a broader audience, allowing men from diverse backgrounds to engage in these conversations, especially those in rural and remote areas		
3.7.1	Develop our own podcast series	Sep-25	3,000
3.7.2	Develop online support circles for Men	Sep-26	20,000
Outcome - Monitoring increase in participation from our target audiences - Measuring engagement data regarding webinars, online forums and podcasts - Gathering evidence of the impact of participation			
4	Increasing support to Men, Women and Families		
4.1	Foster healthier and safer communities for all through targeted supports		
4.1.1	Consolidate the Mend Programme	Ongoing	incl
4.1.2	Provide greater support to Male victims in the regions	Dec-26	80,000
4.1.3	Promote the recommitment to the Men's Health policy	Ongoing	incl
4.2	Partner with women's organisations to address in an open and progressive way emerging issues of concern		
4.2.1	Build on existing programmes with Women's Aid, Safe Ireland, DRCC, Ruhama, NWC	Ongoing	incl
4.2.2	Build on the existing Partner Support organisations and providers	Dec-26	15,000
4.2.3	Collaborate with the organisation in implementing the current strategy	Ongoing	incl
4.2.4	Conducting joint research	Ongoing	25,000
4.3	Strengthen our presence, reputation and story across the country so as our services are increasingly visible to those who may need them		
4.3.1	Create a Communications Strategy		
4.3.2	Build communications team to 3 people		
4.4	Collaborate with local agencies, healthcare providers, and social services to strengthen referral pathways – making it easier for people to get the right help at the right time		
4.4.1	Improve our online referral pathway		
4.4.2	Create KPIs on referral times and responses		
Outcome - Monitoring increased participation and referrals - Measuring collaboration levels and effectiveness with other stakeholder agencies e.g., women's organisations			

Implementation

Strategic Objectives	Action	Timeline	Cost €
CONTINUED			
5 Organisational Competence & Governance			
5.1 Focus on quality assurance of all our service delivery			
5.1.1	Establish a Service Delivery Team with responsibility for Quality Assurance, data collection and Reporting	Sep-25	80K/year
5.1.2	Develop a Quality Assurance Framework	Ongoing	25K/year
5.1.3	Build systems to gather data on programme delivery	Sep-25	incl
5.1.4	Build capacity of staff to contribute to quality assurance	Dec-25	
5.2 Work in partnership with our funding agencies and key stakeholders			
5.2.1	Support the implementation of the 3rd National Strategy	Ongoing	incl
5.2.2	Support the implementation of the Action Plan for men's health	Ongoing	incl
5.2.3	Explore more collaborations and partnerships, especially in the University sector on Research	Feb-26	incl
5.3 Make the necessary organizational adjustments to our operations and governance to strengthen our position as we go forward			
5.3.1	Establish an Operations team with responsibility for systems to support Governance and policy compliance	Sep-25	50,000
5.3.2	Build robust HR functions and processes in line with employment law and best practice	Feb-26	incl
5.4 Address succession planning to ensure a smooth transition and continuation of the organisation into the future			
5.4.1	Develop a recruitment strategy for senior management across the organisation	Jul-27	incl
5.4.2	Provide routes of progression for internal staff	Jul-27	incl
5.5 Strengthen our digital capacity and data management to tell an evidenced-based story and impact of our work			
5.5.1	Continued to build on the advances in the CRM infrastructure	Ongoing	10K/year
5.5.2	Integrate these findings into our communications strategy	Ongoing	incl
5.5.3	Integrate our research findings into our communications strategy	Ongoing	incl
5.6 Commit to caring for our staff, promoting peer support, adaptability and celebrating our achievements			
5.6.1	Continue to advance the work of internal BEO initiative that encourages learning and provides a space for conversation	Ongoing	incl
5.6.2	Provide support and supervision on an ongoing basis	Ongoing	incl
5.6.3	Incorporate flexible workings arrangements to facilitate caring obligations of staff	Sep-26	15K/year
5.6.4	Create a method to appraise and celebrate individual achievement at work and organisationally	Sep-26	incl
5.6.5	Update our internal policies to address recognition and reward for our team	Sep-26	incl
5.7 Enrich our core skills through a structured programme of continuous professional development			
5.7.1	Ensure staff development and talent capacity is integrated in the expansion of programme provision	Sep-26	incl
5.7.1	Create a training fund for staff and external facilitators	Dec-25	5,000
5.7.3	Develop training plans for individual staff members	Jun-25	incl

Outcome

- Conducting an organisational review to evaluate the impact of key changes
- Regular consultation with staff around impact of changes made





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