



Strategy

A general, conceptual approach to preventing health problems/promoting health.

e.g. home visiting offers basic training in parenting skills for pregnant teens

e.g. case management provides continuous, comprehensive one-one contact that assesses needs, then links, brokers, and follows-up on youths' access to appropriate services



Program

A grouping of strategies (and interventions) designed to prevent health problems/promote health.

e.g. a community combines a school-based curriculum with home visiting and/or service learning



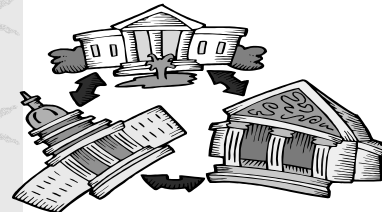
Youth Development

A process which prepares young people to meet the challenges of adolescence & adulthood through a coordinated, progressive series of activities and experiences which help them to become socially, morally, emotionally, physically, and cognitively competent. Positive youth development addresses the broader developmental needs of youth, in contrast to deficit-based model which focus solely on youth problems.

(National Youth Development Information Center, www.nydic.org)



What is Title X?



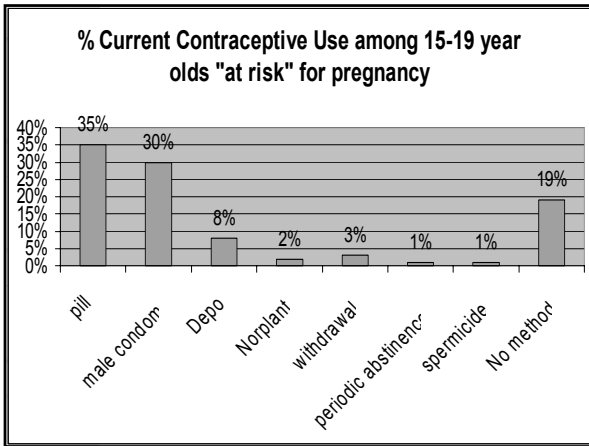
•The nation's first and only federal program dedicated to the provision of family planning services

•Federal grant program administered by DHHS Office of Family Planning




What arguments could be made to support advocacy efforts to increase Title X funding?

- Teen pregnancies would have been 20% higher
- Helped avoid 20 million pregnancies in past 30 years
- \$3 Medicaid savings for each \$1 spent
- Over 43 million Americans are uninsured



Providing Reproductive and Sexual
Health Services to Men



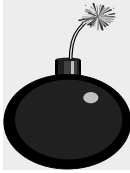
The Young Men's Clinic

Why Involve Young Men?

- 85% of 19 year old males sexually experienced
- 1 of 4 sexually experienced teens get an STD
- 10%+ of sexually active teen males have asymptomatic chlamydia
- 40% chance female infected if unprotected sex with infected male
- condoms work
- males can help females use methods

YRBS

Teen males more likely than females to:




- * Not wear seat belts
- * Drive after drinking
- * Carry a weapon
- * Fight, be injured
- * Binge drink
- * Use marijuana, steroids
- * Intercourse, alcohol, & cigarettes before 13
- * Eat fatty foods

Getting Started: The Early Days

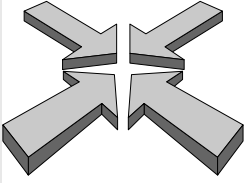
* focus groups	* Time
* key informants	* Turf
* "gatekeepers"	* Technology
	* Terms

Beliefs




- * "My chest is marked from chicken pox...girl would be disgusted if she saw"
- * "Girls get insulted if you take out a condom"
- * "Girls expect you to know what to do..."
- * "That clinic is for women"
- * "Everyone knows your business if you go"
- * "We're faithful so we don't need condoms...she's clean"
- * "I don't want her to use pills...they cause cancer"
- * "Why do I need a checkup? I feel healthy"

Reaching Out/Drawing In



- * asset mapping
- * newsletters/cartoons
- * FPC female patients/providers
- * digital video
- * satisfied customers

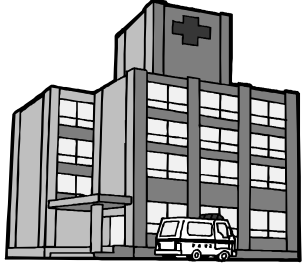



Asset Mapping

Newsletter & Cartoons




Family Planning Clinic

Waiting Room "Talking Points"

- * men have health problems
- * behavior is motivated
- * communication can be difficult
- * communication is possible
- * there are places to get help
- * he will be treated special at the YMC



Do men need to have a medical exam every year?

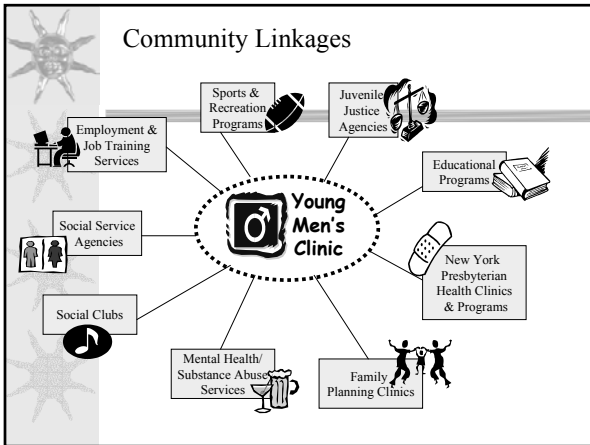
What are common health problems that affect men?



“Was a Young Adult Clinic Patient the one who told you to come to the Young Men’s Clinic?”

	Yes	No	Total
Waiting Room Groups	108	94	202
No Groups	37	65	102
Total	145	159	304

O.R.=2.0; p=.005



“The most important question to be answered in life is: is the universe a friendly place?”
Albert Einstein

- * Wall of Fame
- * Magazines
- * Sports, adventure, & music videos
- * “Life space” health educators in waiting room

Teachable Moments

$a^2 + b^2 = c^2$

- return visits (e.g. PPDs)
- reverse roles: pelvic exam
- waiting room: TSE video, slides

When putting on a condom, be sure the rolled up ring is on the outside

Correct position: Rolled up ring on the outside.
Incorrect position: Rolled up ring on the inside.

Squeeze tip of condom so no air is trapped inside

Hold tip while unrolling condom to base of penis

Can birth control/
contraception hurt women's
health?



One night in the YMC:

- * varicocele
- * hernia
- * chlamydia, condyloma
- * sports physicals
- * gynecomastia
- * sexual orientation
- * infertility
- * circumcision
- * ED
- * acne
- * HIV pre- and posttests
- * can't find job
- * feel nervous

*An Empowering Approach to Counseling
Men about Sexual and Reproductive
Health*



An EMPOWERING approach

- * builds "self-efficacy"
- * builds on strengths
- * recognizes that "problems" often stem from environment's failure to meet needs
- * encourages being responsible for change

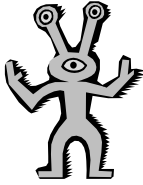
Skill: Normalizing



Skill: Selective Attention



BIHEADSSS



- Bi Body Image
- H Home
- E Education, Environment, & Employment
- A Activities, Aspirations, Abuse
- D Depression & Diet
- S Suicidal Feelings
- S Substance use
- S Sleeping & Safety
- S Sexuality

Strategic case management

- ★ Useful on their terms
- ★ Booster shots
- ★ Multiple methods of entering “life space”
- ★ Up-to-date referrals
- ★ Focus on reproductive health

Culturally, Developmentally, Gender-appropriate health education materials

Designing your own