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-on-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
% Current Contraceptive Use among 15-19 year olds "at risk" for pregnancy

Why Involves 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

Providing Reproductive and Sexual Health Services to Men

The Young Men’s Clinic

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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
• Turf
• Key informants
• Technology
• "Gatekeepers"

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?”

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<td>94</td>
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<td>37</td>
<td>65</td>
<td>102</td>
</tr>
<tr>
<td>Total</td>
<td>145</td>
<td>159</td>
<td>304</td>
</tr>
</tbody>
</table>

O.R. = 2.0; \( p = .005 \)

“Men don’t like to use condoms”

Community Linkages

- Employment & Job Training Services
- Juvenile Justice Agencies
- Social Service Agencies
- Social Clubs
- Mental Health Substance Abuse Services
- Family Planning Clinics
- New York Presbyterian Health Clinics & Programs
- Educational Programs
- Sports & Recreation Programs
- Young Men’s Clinic

“Teachable Moments”

- Return visits (e.g. PPDs)
- Reverse roles: pelvic exam
- Waiting room: TSE video, slides

“Life space” health educators in waiting room

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

“Life is a friendly place?" Albert Einstein

When putting on a condom, be sure the rolled-up tip is on the outside.

Correct position

Incorrect position

“Life space” health educators in waiting room

Deadly: Little girls want to be princesses.

Deadly: Little boys want to be princes.

“Life space” health educators in waiting room

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

* 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

**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