



PUBLIC HEALTH MEN'S HEALTH

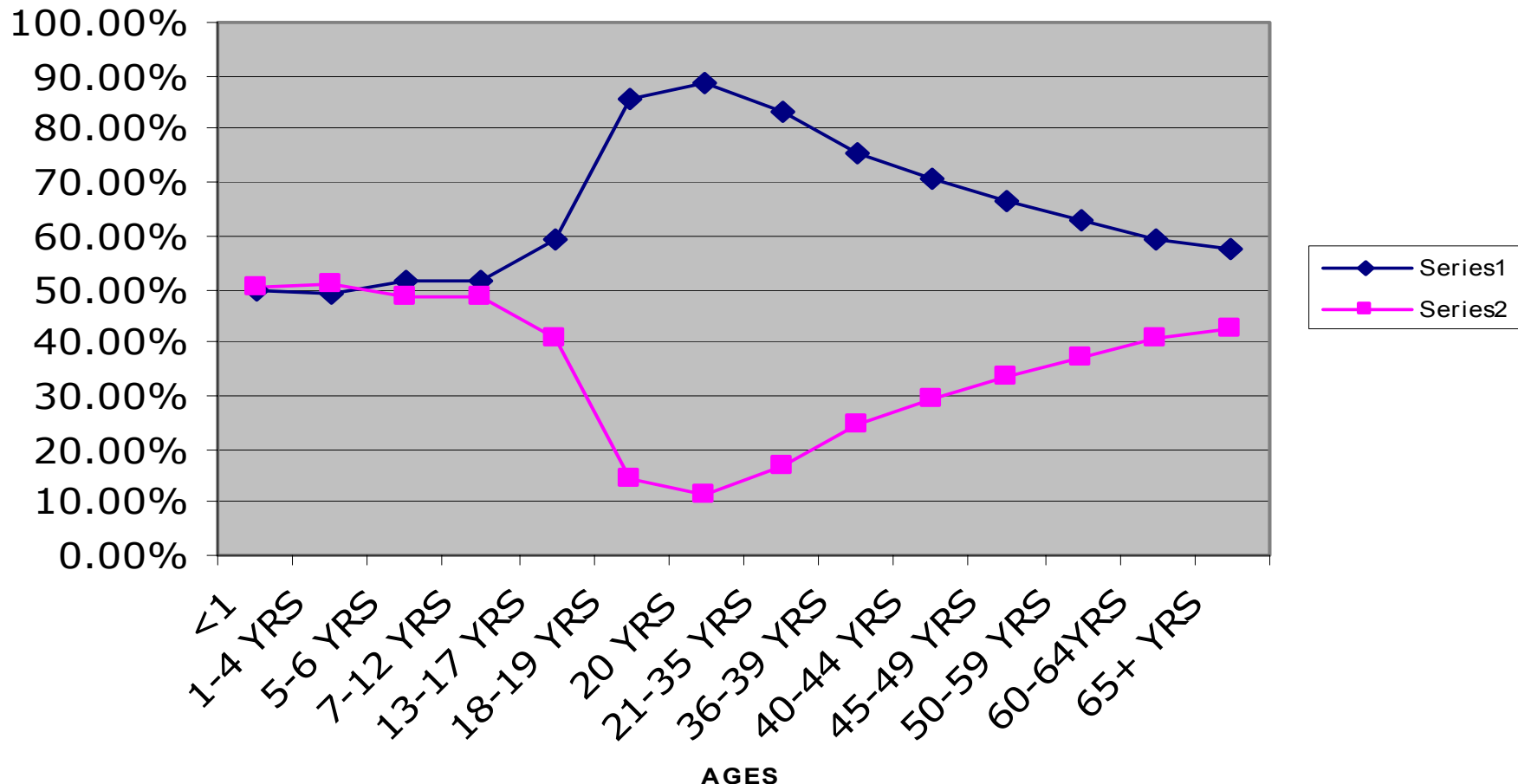
**DEVELOPING A
MEN'S HEALTH "TOOL KIT"
FOR
PUBLIC HEALTH**

Ronald Heald, RN, MSN

HOW IS PUBLIC HEALTH FILLING THE GAP IN MEN'S HEALTH CARE?

- Public health does its best work with the very young and very old.
- At ages when men are facing their greatest health issues public health is not responding.
- Public health is, in many cases, unaware of the crisis in men's health.

HOW IS PUBLIC HEALTH FILLING THE GAP? DISPARITIES



AGES
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WHAT PUBLIC HEALTH SAYS

- Do you provide health services directed at men?

–YES...

- We have STD clinics
- We do school / sports physicals
- We have Health Fairs
- We have “Late Clinic” – one day a month
- We provide brochures and pamphlets in our waiting room

WHAT PUBLIC HEALTH SAYS...

- **YES...sort of**

- We have

- Blood pressure, blood sugar and cholesterol testing.
- Diet and nutrition classes.
- Exercise classes.
- And we do STD clinics

- Are they focused at the male population?

- Not really.

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WHAT PUBLIC HEALTH SAYS...

- **NO...**

- Our clinics aren't geared for men.
- It's harder for us to get paid for men's services.
- And the winner is...

- **WE CAN'T AFFORD THE ADDITIONAL SECURITY!**

WHAT WAS DEVELOPED

- A PSA video (VHS and DVD)
- A PSA radio tape (60 and 30 second)
- A printable pamphlet identifying checkups every man should have
- And a self evaluation for the health departments
- What do the kits look and sound like...

WHAT WAS THE COST?

- A total of 250 kits were assembled for distribution.
- The kit was made available to all 120 county health departments.
- The cost per kit was approximately **\$10.22** including distribution.