

Community Voices

Men's Health Initiative:

Addressing Men's Health Crisis through Community-Driven Change Models


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Broad Strategy

- ◆ To develop community-based men's health programs in areas where men, particularly men of color and poor men have been historically overlooked
- ◆ Use the development of such programs to inform policy that progress in men's health can and must be made

The Need

- ◆ Lack of insurance and affordable health services
 - ◆ Systematic exclusion from government funded health and social programs
 - ◆ Lack of culturally competent and linguistically appropriate care
 - ◆ Disparate health outcomes
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Community-based men's health programs

- ◆ Comprehensive men's health clinic
 - ◆ Case management services
 - ◆ Male outreach workers
 - ◆ Adolescent health services
 - ◆ Re-entry programs
 - ◆ Coalition development
 - ◆ Research
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Programs to Policies

◆ Awareness

– Fact sheets, policy briefs, peer-reviewed articles

– Examples:

- ◆ May 2003 issue, American Journal of Public Health
- ◆ “A Poor Man’s Plight”
- ◆ “Saving Men’s Lives”
- ◆ Mississippi Fact Sheets

Increasing Awareness

- ◆ Media and communications
 - National and local champions
 - ◆ David Satcher
 - ◆ Louis Sullivan
 - ◆ Danny Glover
 - ◆ Morgan Freeman
 - ◆ Alonzo Mourning
 - ◆ Robert Guillaume
 - Radio and TV Public Service Announcements

Gaining Visibility!

- ◆ NY Times (9/02) – “As Black Men Move Into Middle Age, Danger Rises”
 - Special section on Men’s Health
- ◆ Ebony (10/02) – “For Brothers Only – You Don’t Have to Die So Early!”
- ◆ Time (5/03) – “Why Men Die Young”
- ◆ North Denver Tribune (2/04) – “Denver’s men are dying too soon “It’s not your time” aimed at men”

Generating Momentum

- ◆ Convening of stakeholders
 - Civic organizations
 - Health and social organizations
 - Pharmaceutical companies
 - Academic health institutions
 - Legislators and Decision Makers
 - Federal, state, and local agencies (health, justice, labor and education)

Informing Policy


- ◆ Capitol Hill briefings
- ◆ Health Disparities meetings and conferences
- ◆ Joint publications (with the Joint Center for Political and Economic Studies)
 - Disparities in Men's Health
 - Oral Health
- ◆ Press briefings

Progress and opportunities

- ◆ NIH/AHRQ men's health research funding
- ◆ Men's Health Act of 2003
- ◆ (MD) – Task Force on Men's Health
- ◆ AJPH Call for papers
- ◆ Bayer and GSK "Tackling Men's Health" Campaign

MEN'S HEALTH CAMPAIGN

Key Steps:

- ◆ Feasibility - research and support
 - ◆ Partnerships - convening key stakeholders engaging high profile figures in support of goal
 - ◆ Informing Policy - fact sheets, policy briefs, monitoring and informing policy opportunities
 - ◆ Social Marketing - generate noise and excitement
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MEN'S
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A PROGRAM OF THE
NATIONAL CENTER FOR PRIMARY CARE
AT MOREHOUSE SCHOOL OF MEDICINE

www.communityvoices.org