



# M.A.R.S.

Male Advocates for Responsible Sexuality

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M.A.R.S. Program  
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# Presentation Overview

- Program Overview
- M.A.R.S. Program Components
  - Health Education Curriculum
  - Clinical Education Sessions
  - Social Marketing & Broad-Based Outreach
- Evaluation Results
- Future of Male Involvement in Oregon
- Policy Implications

# M.A.R.S. Program Overview

## ■ Mission

To support men in taking a responsible role in promoting equality and cooperation in relationships, pregnancy and infection prevention, and overcoming stereotypical gender roles.



# M.A.R.S. Program Overview

- Community-based, peer-education intervention
- Benton County Health Department and Community Partners
- Originally funded by Oregon DHHS with special project grants (2000)
- In 2003, one of 15 programs funded by US DHHS, Office of Population Affairs for five years
- Expanded to Jackson & Deschutes Counties in 2005; expanded to Marion & Multnomah Counties in 2007



# M.A.R.S. Outreach Workers



- Males ages 18-24
- Believe in M.A.R.S. mission
- Paid position
- Receive college credit
- Leaders in different communities
- Receive extensive training & continuing education

# M.A.R.S. Program Components

## **#1 Health Education Outreach**

- Peer-based classroom and health promotional activities
- Comprehensive curriculum
  - reproductive health
  - abstinence & family planning
  - skill building
  - healthy relationships
  - gender roles
  - media literacy
  - values clarification

# M.A.R.S. Program Components

## #2 Clinical Education Sessions

- One-on-one appointments with M.A.R.S. outreach worker
- Client-centered
  - Family planning and reproductive health counseling
  - Free HIV testing provided (if requested)
  - Referrals made (STI, mental health, etc.)

# M.A.R.S. Program Components

## **#3 Social Marketing Campaign & Broad-Based Outreach**

### **Media Campaign**

- Print
- Web (askmars.org and MySpace)
- TV commercials

### **Outreach events**

- Benton County Teen Summit
- Health Fairs
- Skate Board/BMX Competition
- Battle of the Bands



# M.A.R.S. Social Marketing Materials

**HEY GUYS!**  
M.A.R.S. has answers  
to your sexual health  
questions.



Receive up to  
**\$50<sup>00</sup>\***  
in Fred Meyer Gift Cards

\*\$20 for initial MARS appointment  
and \$10 for completing each of  
three follow-up surveys.

To Schedule Call:



Benton Family Medicine  
(541) 766-6835  
Monroe Family Medicine  
(541) 847-5143



Student Health  
Services  
(541) 737-2775



Alsea Rural Health Care  
(541) 487-7116

**NO EXAMS...**



**M.A.R.S.**

Male Advocates for Responsible Sexuality

- ♂ Relationships
- ♂ Sexual Performance
- ♂ Sexually Transmitted Infections
- ♂ Birth Control
- ♂ Free HIV Testing

**askmars.org**

**NO NEEDLES...**

**HEY LADIES!**  
Encourage your men  
to learn about:

- Healthy Relationships
- Communication
- Sexual Health

Receive up to  
**\$30<sup>00</sup>\***  
in Fred Meyer Gift Cards

\*Participant receives a \$10 gift card  
for each male she refers.

Enroll in the Female Referral  
Program at your next sexual  
health appointment.



Participating Providers:



Benton Family Medicine  
(541) 766-6835  
Monroe Family Medicine  
(541) 847-5143  
Lincoln Family Medicine  
(541) 766-3546



Student Health  
Services  
(541) 737-2775



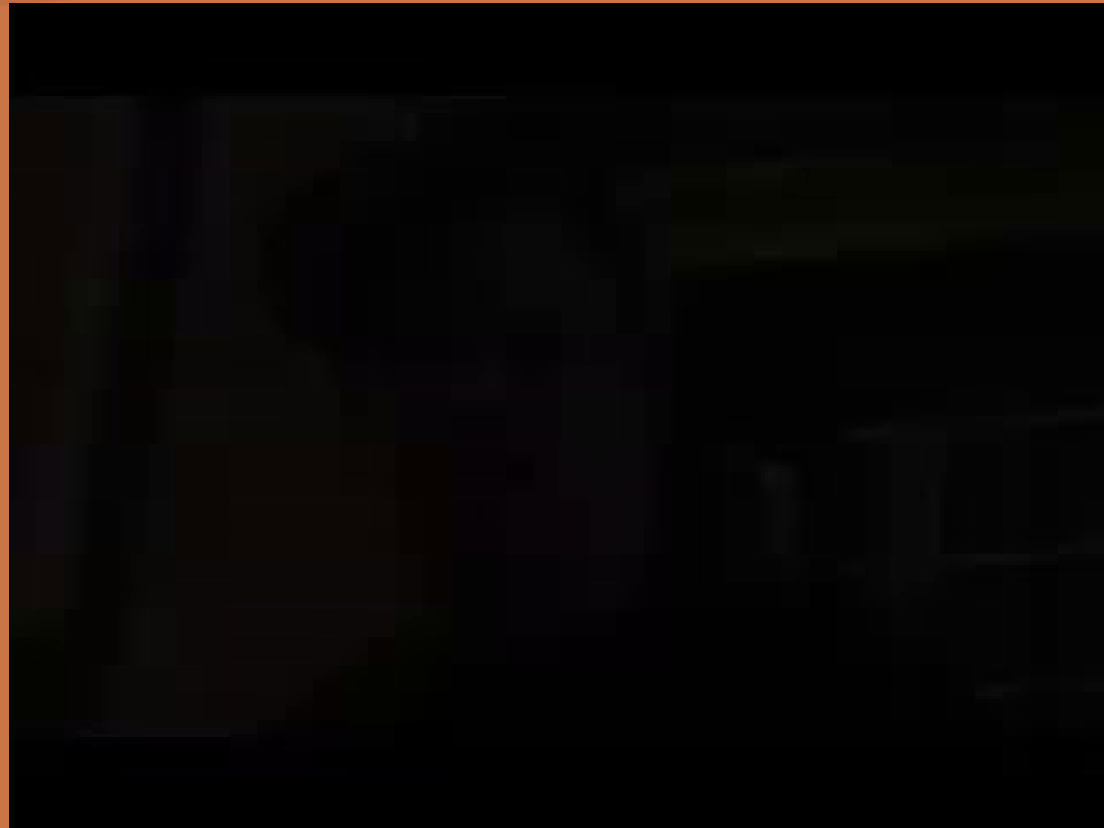
Samaritan Family Medicine  
(541) 768-5142  
Samaritan OB/GYN  
(541) 768-5300



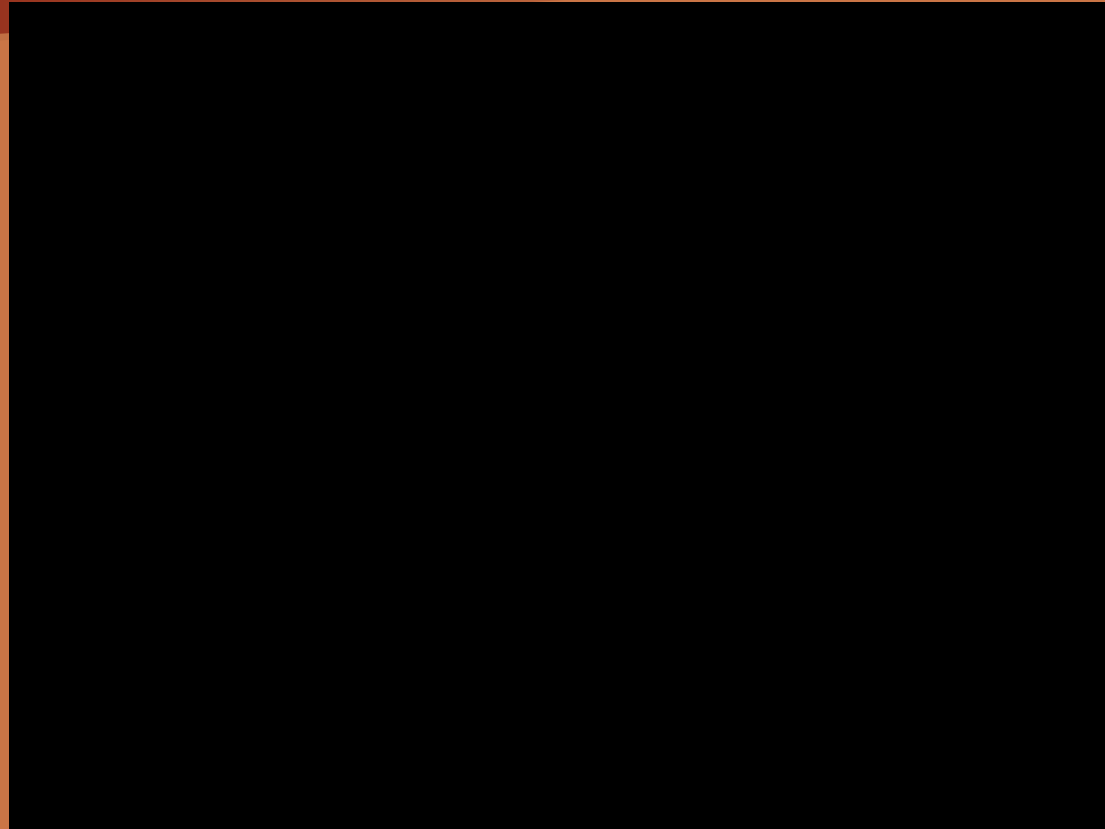
Alsea Rural  
Health Care  
(541) 487-7116

**NO RUBBER GLOVES**

# M.A.R.S. Commercials



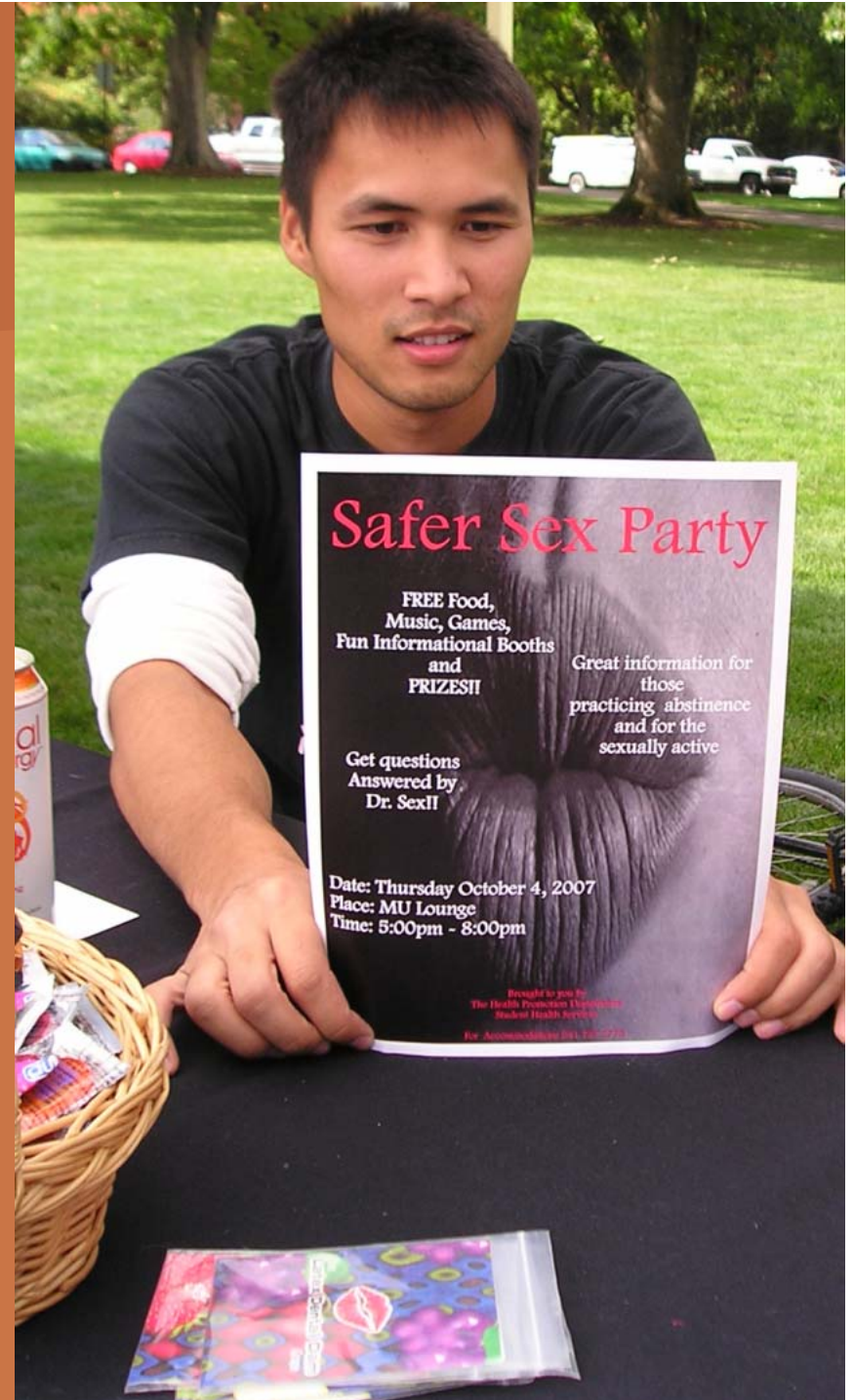
# M.A.R.S. Commercials



# Program Reach

Since 2003, over 17,991 participants served.

- 7,703 participants in classroom sessions.
- 633 males attended a 1:1 clinical education session.
- 9,655 individuals reached through targeted outreach.



# Student Feedback

## **MARS helped me to:**

Learn the consequences of sexual involvement.....**80%**

Learn ways to protect myself from sexually transmitted infections and HIV/AIDS.....**82%**

Think about the health of my own relationships.....**80%**

Act responsibly in my relationships with others.....**81%**



# Participant Demographics<sup>†</sup>

## HEO Classroom

Gender = 61% Male;  
47% Female

Mean age = 15.7



## CES Appointments

Mean age = 19.8

Range = 13-29 years

### Education

- 66% in college
- 19% in high school
- 15% not in school/other

### Relationship status

- 46% dating/seeing one person
- 37% single (not dating/seeing anyone)
- 17% casually seeing one or more person

<sup>†</sup> Year 4

# Classroom Evaluation

- Pre-Post Survey Comparison
- Pilot Quasi-Experimental Evaluation with Intervention & Comparison Classrooms

# Pre-Post Comparison

## ■ Design

- Pre-survey given at baseline
- Post-survey given after 6 sessions
- Comparison of pre- and post-measures with paired T-tests and chi-square measures

|                       |       |
|-----------------------|-------|
| <b>Age</b>            |       |
| Mean                  | 15.7  |
| Range                 | 13-18 |
| <b>Gender</b>         |       |
| Male                  | 53%   |
| Female                | 47%   |
| <b>Race/Ethnicity</b> |       |
| Caucasian             | 80%   |
| Latino                | 6%    |
| Asian                 | 6%    |
| African American      | 1%    |
| Native American       | 2%    |
| Other                 | 5%    |



| Domain                 | Measure  | Males Only <sup>‡</sup><br>(n=183) |
|------------------------|--|------------------------------------|
| <b>Knowledge</b>       | Sexual health knowledge (STIs & birth control)                                 | p = .01 *                          |
|                        | Knowledge of where to access free services                                     | p = .000 *                         |
| <b>Attitudes</b>       | Attitudes about healthy relationships  | p = .000 *                         |
|                        | Attitudes about benefits of abstinence   | p = .000 ns                        |
| <b>Self-Efficacy</b>   | Self-efficacy communicating about abstinence, safe sex & healthy relationships | p = .001 *                         |
|                        | Self-efficacy refusing sex   | p = .002 *                         |
|                        | Self-efficacy buy condoms  | p = .000 *                         |
| <b>Perceived Norms</b> | Peer norms - condom use & waiting to have sex at their age                     | ns ns                              |

‡ Pre-post comparison \* Significant difference for females  
ns = not significant for females

| Opinions about M.A.R.S.   | Males Only (n=183)  |
|---|---|
| In my opinion, the M.A.R.S. program was:                                      | 90% Excellent or Very Good  |
| The most important information I got from MARS was:<br>(select 1 choice only) | 39% Healthy relationships<br>21% STIs<br>12% Decision-making skills<br>6% Contraceptives<br>6% How to use a condom<br>4% Gender roles<br>2% Abstinence<br>10% Other |
| I plan to make a M.A.R.S. appointment   | 47% Strongly Agree or Agree   |

# Pilot Intervention-Comparison

## ■ Design

- Quasi-experimental pilot

## ■ Methods

- Pre-survey, Post-survey, 6 month follow-up

## ■ Sample

- 4 M.A.R.S. classrooms
- 3 Comparison classrooms

## ■ Analysis

- HLM

# Future of Male Involvement in Oregon



- M.A.R.S. Intergovernmental Agreement to facilitate further replication state-wide
- Partnering with the State of Oregon Department of Education to facilitate further replication
- Secure funding to support experimental design research of program
- Provide training and technical assistance to programs interested in male-involvement

# Policy Implications

M.A.R.S. experience supports findings from other male involvement programs.

- Effective to use peer to peer model to engage males
- Males respond to abstinence & contraceptive education
- Males become engaged when discussing issues related to gender equity, gender roles & what makes up a healthy relationship
- Schools, health departments and organizations are looking for ways to reach males – M.A.R.S. is welcomed
- Additional funding required to support research focused on what works with males

# Questions?

## For more information:



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[jacqueline.cupples@co.benton.or.us](mailto:jacqueline.cupples@co.benton.or.us)