

Delivering Sexual and Reproductive Health Services for Men: Challenges, Responses, & Lessons Learned

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Young Men's Health Initiative

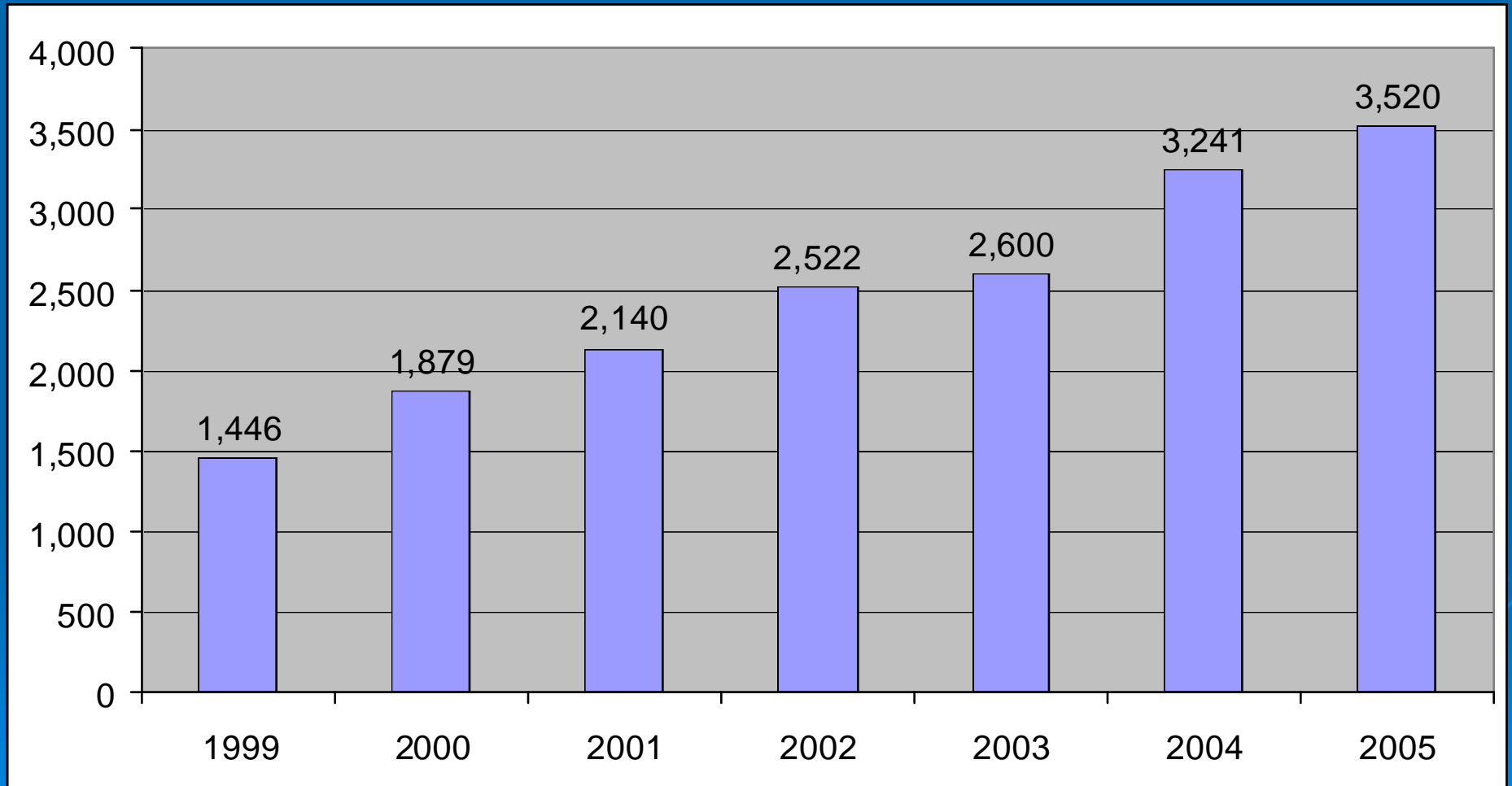
- Young Men's Clinic
- Work in schools
- Community outreach
 - Outposting in streets, CBOs
 - SRH education in CBOs
 - Capacity building of CBO staff

The Young Men's Clinic

- Established 1987
- Funding: Office of Family Planning, Ford Foundation, NYS DOH, Medicaid, self-pay
- Only SRH clinic for men in the NY metro area
- Provides primary care
- 3 sessions per week
- 12-35 years old
- 85% 20 years old+



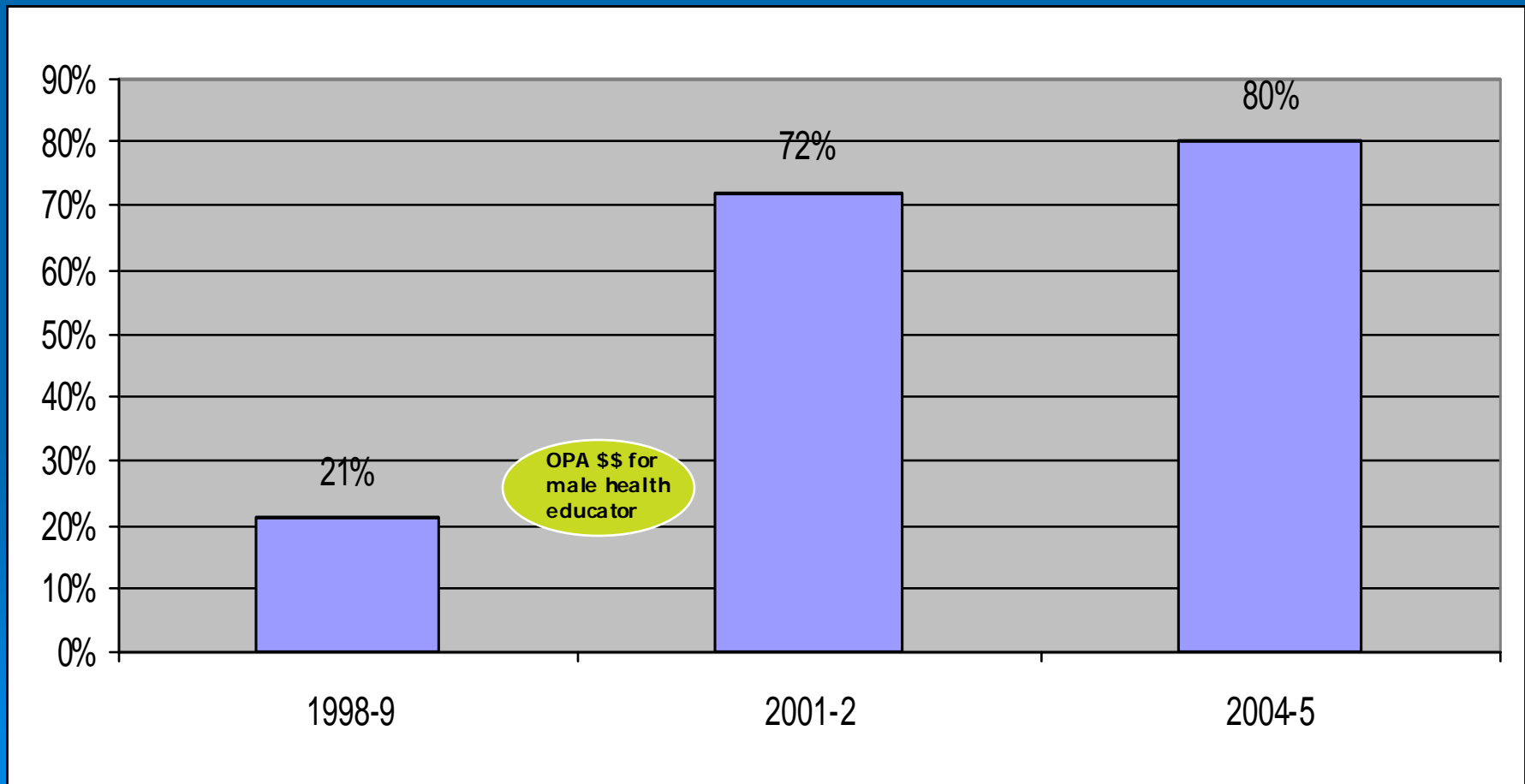
Annual Visits to YMC



Work in Schools



Proportion of male students receiving health education assessments in SBHC



Community Work



Evaluation of Community-Based & Clinic-Based Health Education

Challenges & Lessons Learned

How does a health clinic develop & sustain community partnerships?

- Know agency/school history & structure
- Be useful “on their terms”
- Building relationships & trust takes time
- Build on community & agency assets
- Sustain relationships over time

How do we adapt to the lack of male-friendly health education materials?

- Develop our own
- Formative research to develop materials
- Positive messaging

How do we strategically market our services?

- We have a quality clinic, but our marketing resources are limited
- How can we reach our target audience with messages that work?
- Mapping community assets
- Positive Messaging

Service-based research is central

- Formative & evaluation
- Establishing goals & objectives
- Research questions formed in the field
- Compromise between methodological rigor & practical realities
- Translation to better practice is key

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