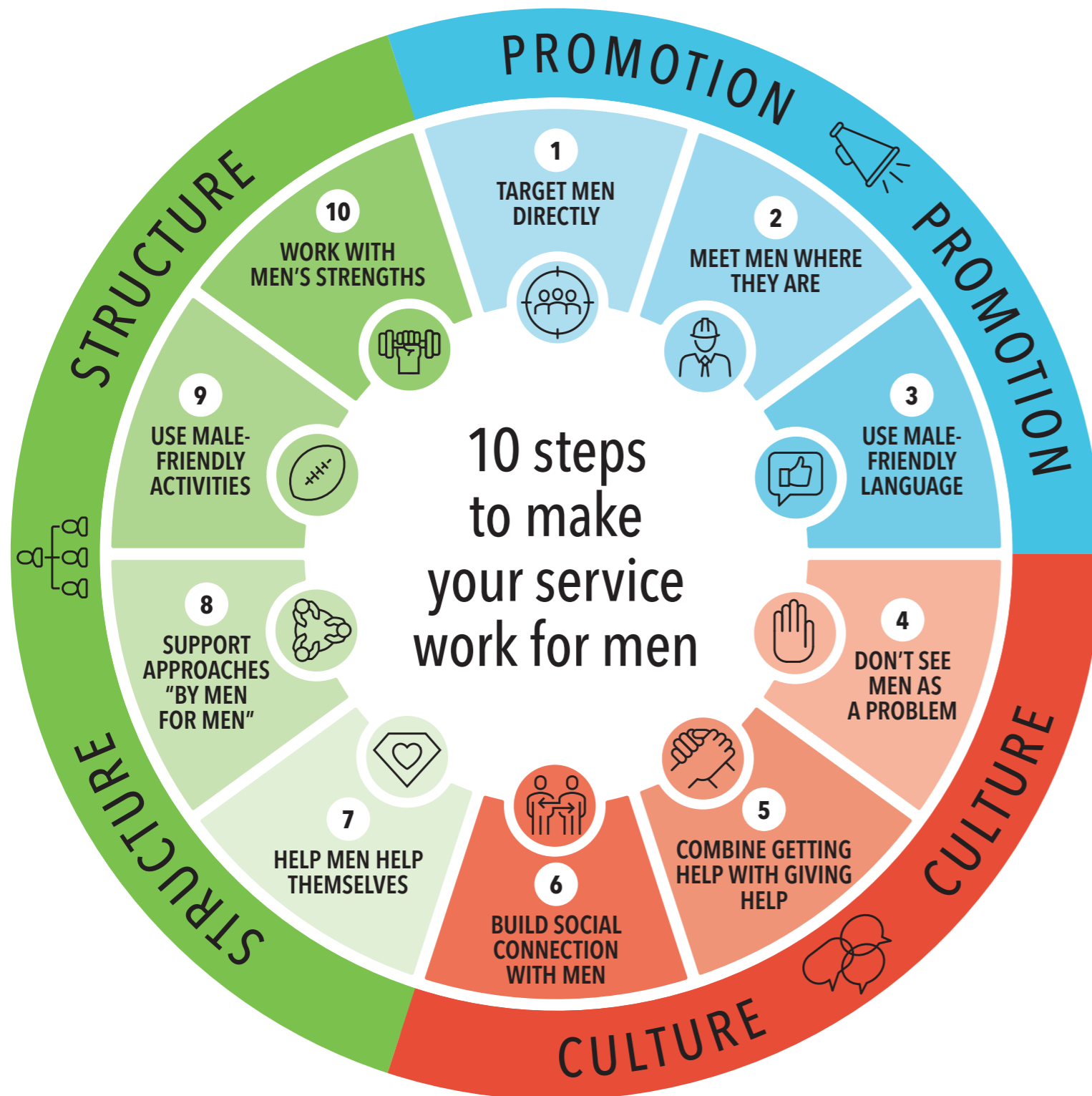


MALE-FRIENDLY HEALTH SERVICES






PROMOTION

- 1  TARGET MEN DIRECTLY
 - Create special promotional materials targeted at men
 - Promote your services in places where most of the audience is male
 - Create services, programs and job positions that focus on men
- 2  MEET MEN WHERE THEY ARE
 - Try out-of-hours opening when more men are available
 - Create an evening, weekend, or early morning session just for men
 - Take your service into workplaces or community spaces where men are
- 3  USE MALE-FRIENDLY LANGUAGE
 - Consider giving your service a male-friendly name
 - Use everyday language in your promotional materials
 - Try using metaphors that appeal to men (e.g. sports, motors)

CULTURAL

- 4  DON'T VIEW MEN AS A PROBLEM
 - Help men focus more on the positive benefits of addressing specific health issues
 - Highlight the value of the strengths men already have
 - Support staff to reflect on their own negative and stereotypical views about men
- 5  COMBINE GETTING HELP WITH GIVING HELP
 - Build rapport by asking men for help through surveys and consultations
 - Include opportunities for peer-support where appropriate
 - Frame the action you want men to take as being helpful to others
- 6  BUILD SOCIAL CONNECTION BETWEEN MEN
 - Hold information events just for men
 - Run short men-only group programs
 - Facilitate the development of ongoing groups

STRUCTURAL

- 7  HELP MEN HELP THEMSELVES
 - Provide male-friendly information and guidance targeted at men
 - Offer simple tips for self-care and self-management
 - Use technology to provide opportunities for men to engage online
- 8  SUPPORT APPROACHES "BY MEN FOR MEN"
 - Employ male staff and enlist male volunteers
 - Offer men-only group sessions
 - Support men to develop different levels of male peer support
- 9  USE MALE-FRIENDLY ACTIVITIES
 - Try making your approach more solution-focused and action-orientated
 - Link to activities like sport, motors, BBQs, work, pub culture, fathering etc.
 - Use venues and locations that signal "this is for men" or find ways to make existing settings more male-friendly
- 10  WORK WITH MEN'S STRENGTHS
 - Consider men's interests and identities (psychological strengths)
 - Think about men's preferences and practices (behavioural strengths)
 - Work with men's values and virtues (cultural strengths)
 - Be aware of men's roles and responsibilities (social strengths)

NB: Make your service even more inclusive by considering what's 'male-friendly' for diverse groups and types of men