



EMPOWERMENT
EXCHANGE

Searching for M.A.R.S.

Male Advocates for Responsible Sexuality



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Nationally . . .

- 76% of high school boys:
 - believe they should always be ready for sex

– William Pollock, Harvard Medical School, presentation at the American Psychological Association, 1998



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Nationally . . .

- Boys report pressure to have sex for reasons including:
 - sexually aggressive girls
 - the belief that “everyone is doing it”
 - to prove their “manhood”
- *Source: The Sexual Attitudes and Behavior of Male Teens, October 2003, The National Campaign to Prevent Teen Pregnancy*



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Nationally . . .

- 83% of teen males use a condom for the sole purpose of preventing pregnancy
 - Source: *In Their Own Right: Addressing the sexual and reproductive health needs of American men*, The Alan Guttmacher Institute
 - Source: *National Survey of Adolescents and Young Adults: Sexual Health Knowledge, Attitudes and Experiences*, Kaiser Family Foundation





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Nationally . . .

- 25% to 30% of teen males have significant misunderstandings of the correct use of condoms
 - Source: *In Their Own Right: Addressing the sexual and reproductive health needs of American men*, The Alan Guttmacher Institute
 - Source: *National Survey of Adolescents and Young Adults: Sexual Health Knowledge, Attitudes and Experiences*, Kaiser Family Foundation





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Nationally . . .

- 42% of men among ages 15 to 24, report having used the withdrawal method
 - Source: *In Their Own Right: Addressing the sexual and reproductive health needs of American men*, The Alan Guttmacher Institute
 - Source: *National Survey of Adolescents and Young Adults: Sexual Health Knowledge, Attitudes and Experiences*, Kaiser Family Foundation





Males and STDs

- Of surveyed men diagnosed with an STD in the past 5 years, 14% had not told their partners, compared to just 2% of women
- In kind, 51% of adolescent males diagnosed with an STD had not talked about it with their partner, compared to 9% of adolescent females

– *Source: Males Less Likely to Tell Partner about STD: Study: Health News 2002, 15 Jan. 2004*



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Adolescent and young adult males are less likely to initiate communication with their female partners about condoms, birth control, HIV/AIDS, and other STDs.

– *Source: National Survey of Adolescents and Young Adults – Kaiser Family Foundation, 2003*



Male Condom Use: Early 20s

- 50% of sexually active men in their early 20s who are not in a union do not regularly use a condom
- 34% of first-time fathers in their 20s said that the child was born earlier than intended
- 15% of first-time fathers in their 20s said that no time would be good to have a child

– *Source: In Their Own Right: Addressing the sexual and reproductive health needs of American men. The Alan Guttmacher Institute*



Male Condom Use: Adolescents

- 60% of adolescent males age 15-19 used a condom the first time they had sexual intercourse
- Whereas only 40% of the same demographic used a condom the last time they had sexual intercourse
- 83% of adolescent males use a condom for the sole purpose of preventing a pregnancy from occurring

– *Source: In Their Own Right: Addressing the sexual and reproductive health needs of American men. The Alan Guttmacher Institute*



Take a Look at Yourself

- **Ask Yourself....**
 - How do I feel when I see a man who is not in control of his emotions?
 - What's it like for me to see a grown man express fear or cry about his health?
 - Am I likely to only see a male's hostile and aggressive behavior, and fail to see his pain and sadness?
 - Do I typically assume that all males are heterosexual?
 - Does my manner make male participants or patients feel safe enough to talk openly
 - Do I subtly communicate to a young men with minor complaints that he should act more like a man?



Male-Friendly Program

- Does it employ male staff or recruit male volunteers?
- Are female staff comfortable working with men and boys?
- Do program messages affirm the value of men?
- Do staff avoid using judgmental language about males?
- Is the program site inviting to males? Are there pictures of young men on the walls?
- Can young men get to the program easily? Does the program offer activities that attract young men?
- Are participants recruited in places where young men hang out?
- Are young men involved in the program planning stage?



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Best Places to Reach Teen Males

- School
- Sports Activities
- Clubs and youth groups
- Employment and Job Training activities
- Criminal Justice Efforts
- Substance Abuse treatment efforts
- Health care centers



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Incentives for Male Participants

- Movie Passes
- Debit Cards
- Phone Cards
- Personal Care Items
- T-Shirts
- Stipend



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Need for Male Involvement Programs

- Society sets “Norms” for males
- Adolescent males know less about sexuality, contraception and pregnancy than females
- Little or no information exists regarding the feelings and needs of adolescent males
- Most teenage boys get information from friends and television
- Most resources on adolescent sexuality and responsibility do not focus on males
- Educators need to be more sensitive to and aware of males’ needs



Men, Attitudes & Beliefs

- Compared to women, men...
- Are less knowledgeable about health matters
- Are less likely to accept personal responsibility for their health.
- Perceive themselves as less susceptible to disease and injury

Source: 2004 Men's Health Consulting

Lessons That Undermine Boys Health

- Compared to girls, boys...
 - Are seen as stronger and less fragile
 - Discouraged from and punished for seeking help
 - Encouraged to take risks



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Male Involvement Programs . . .

- Help males understand the need for shared responsibility
- Give age appropriate, accurate and nonjudgmental sexuality knowledge and information
- Enhance skills to abstain from intimate sexual behavior or use condoms consistently and correctly
- Advertise the message of sexual responsibility



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MIP Address Their Needs

- The need to belong
 - Loving, sharing, and cooperating with others
- The need for freedom
 - Making choices in our lives
- The need for fun
 - Laughing and playing
- The need for power
 - Achieving, accomplishing, being recognized and respected



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There are three kinds of men, ones that learn by reading, a few who learn by observation, and the rest of them have to pee on the electric fence and find out for themselves.

--Will Rodgers



Enhance Their Healthful Living Skills

- Building Self-esteem
 - Self-perception
 - Self-acceptance
 - Self-efficacy
- Behavior Management
 - Self-awareness and monitoring
 - Decision-making
 - Planning behavioral strategies
- Communicating
 - Empathy
 - Assertion
 - Conflict resolution
 - Responding to persuasion
- Using Appropriate Resources
 - Assessing need for help
 - Locating sources of help
 - Exercising rights
 - Overcoming obstacles

Sexuality Education



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- Physical
- Social
- Mental
- Emotional
- Moral/Spiritual



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Changing Minds and Behaviors

- People choose their behavior based on what they think will happen
- If you want to change behavior , any behavior, you have to change the maps of cause and effect
- People's interpretations of events trump the facts of any situation--not all interpretations are anchored in reality
- When it comes to altering behavior , we need to help others answer only two questions.
 - First: Is it worth it? (If not, why waste the effort?)
 - Second: Can they perform the behavior you are asking? (If not why try?)

The Six Sources of Influence



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MOTIVATION

ABILITY

PERSONAL

Make the
Undesirable
Desirable

Surpass Your
Limits

SOCIAL

Harness Peer
Pressure

Find Strength
in Numbers

STRUCTURAL

Design
Rewards and
Demand
Accountability

Change the
Environment

Personal Ability



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Make the Undesirable Desirable

- Make the undesirable activity more inherently attractive.
- Make it a Game
- Moral Thinking (connecting values to action)
- Create New Motives

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Surpass Your Limits

- Much of Will is Skill
- Much of Prowess is Practice
- Mini goals to improve behavior not outcomes
- Provide immediate feedback against a clear standard



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Harness Peer Pressure

- The Power of One
- The Right One (popular opinion leader.)
- Public Discourse – make it safe to talk about high-stakes and controversial topics
- Harness the desire to be accepted, respected, and connected

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Strength in Numbers

- Enlist the Power of Social Capital.
- The benefit of social support to step up and succeed in crucial moments.
- When others are part of the problem or solutions.



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Change the
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Structural Motivation



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Rewards and Accountability

- Rely on personal and social motivators.
- The value of behavior itself, along with social motivators.
- Link rewards to specific actions you want repeated
- Give warning of discipline and link it directly to the behavior.

The Six Sources of Influence



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Change the Environment

- The physical environment as a source of influence.
- The physical environment is easier to change and could have a huge impact on behavior.
- Becoming environmentally competent.