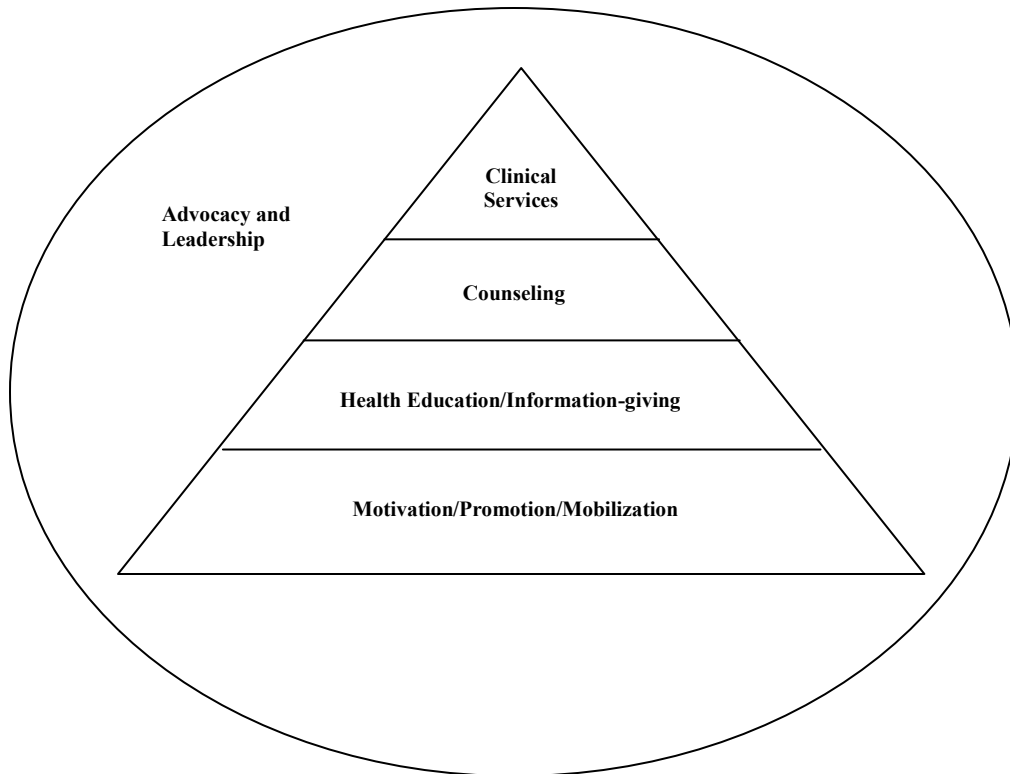


Handout: A Pyramid of CME Intervention Activities

There are many approaches that reproductive health programs use to involve men. Most of these approaches can be classified under one of five categories: (1) Motivation/Promotion/Mobilization; (2) Health Education/Information-giving; (3) Counseling; (4) Clinical Services; or (5) Advocacy and Leadership, which can be cross-cutting.

Figure 1 provides a visual representation of the relationship among these approaches.



A pyramid is used to represent the number of clients that actually benefit from a particular approach. Social marketing can reach more clients than actual clinical services can, so it therefore has a larger section of the pyramid. The pyramid also represents the logical progression of a client seeking services. Social marketing may create interest so the client then may seek out information. Once the client has information, he/she may seek out counseling. If the client has counseling, he/she may decide that a clinical service is necessary. Advocacy and leadership is important because it can affect programming at all of these levels.

The definitions for these approaches are as follows:

- Motivation/Promotion/Mobilization—Motivating behavior change in an individual by marketing a product, service, or action.
- Health Education/Information-giving—Transmitting or exchanging information in a community setting in order to help clients understand the importance of reproductive health issues.



Constructive Men's Engagement in RH: For Themselves, Their Partners, and Their Communities



Handout: A Pyramid of CME Intervention Activities

Continued:

- Counseling—Exchanging information in a clinical setting in order to create awareness and help clients make voluntary and informed decisions about their reproductive health.
- Clinical Services—Reproductive health services provided in a clinical setting.
- Advocacy and Leadership—Creating a positive environment for constructive work with men and trying to mobilize support from others. This may include influencing policies at all levels, bringing in governmental and donor support, networking with other partners, influencing institutional change, working with media, and mobilizing communities. This should also include encouraging male leaders to share power with female leaders and to advocate for change.