

Types of CME Intervention Activities

Time: 1 hour

Activity Objective:

Identify new ways of reaching and/or engaging men

Materials:

- Prepared flipchart: "Figure 1: Pyramid of CME Intervention Activities"
- Signs printed with "Motivation/Promotion," "Health Education," "Counseling," "Clinical Services," and "Advocacy/Leadership"
- Sample Activities to Engage Men, cut into strips (Note to facilitator: Be sure to remove the answers before distributing)
- Handouts:
 - A Pyramid of CME Intervention Activities
 - Sample Activities to Engage Men

Activities:

1. Introduce this activity by explaining that efforts to engage men must be implemented at many levels and utilize various types of activities in order to be effective.
2. Review the participant handout that describes the pyramid of CME intervention activities. Make sure that all participants understand the differences between the different types of activities.
3. Explain that the five types of activities can actually overlap each other. Often motivation efforts also provide health education. Similarly, counseling activities also include health education. Note, however, that motivation activities and counseling activities never overlap, as in counseling, we do not wish to impinge on a person's right to make one's own informed choice. All of these approaches are affected by policy and leadership.
4. Explain that each participant will receive one or more strips of paper with an activity written on it. Each participant's task is to place the activity on the wall under the sign to which it corresponds.
5. Ask participants to walk up to the wall one at a time, get a piece of tape, and place the strip of paper where it belongs. After each strip is placed on the wall, review it and ask the participants if they feel it should be changed to a different spot on the pyramid. Try to reach consensus on what type of activity it represents. Remind participants that it may be difficult to determine exactly where each of these activities should be placed due to a lack of specific information.
6. Conclude the activity by asking the group the following questions:
 - Are you currently involved in any motivation, health education or counseling, clinical service, or advocacy activities? If yes, what types of activities?

- Did this activity provide you with new ideas for efforts to engage men? Which new activities might be possible for your work?

Provide participants with the handouts with the “answers” included, and ask if they have any final questions.