



Running a Great Men's Health Event

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Andrology Australia



(The Australian Centre for Excellence in Male Reproductive Health) is funded by the Australian Government Department of Health and Ageing to raise the awareness of disorders affecting the male reproductive system and associated conditions



Background

- ♂ Increased community awareness
- ♂ More requests for support
- ♂ Men's health events popular (particularly in regional areas)
- ♂ Need for consistent health messages

Men's Health Education Kit



Aim

Support individuals/organisations wanting to run a men's health event in their local community.



Men's Health Education Kit

- ♂ Andrology Australia initiative
- ♂ Reviewed by 11 organizations specializing in men's health
- ♂ Piloted in 4 locations across Australia





Steps in the process



- 🕒 Aims of a men's health event
- 🕒 Who to get involved
- 🕒 Checklist for the organizer

Small group work



- 🕒 What would the aim/s of your men's health event be?
- 🕒 Who would you get involved to run a men's health event in your local shed?

Why a men's health event?



Consider your reasons for wanting to run a men's health event

- ♂ Is it a response to a crisis in the community?
- ♂ Local person suffering from a men's health condition?
- ♂ Part of a health promotion plan in your men's shed?
- ♂ Other reasons?

Getting local support



- 🕒 Consider forming a working group e.g. local business person, a local person or 'champion', sporting, service clubs
- 🕒 Consider involving people with experience in running an event

Date & venue



- ♂ Is your men's health event for men in your shed only, or will you invite other community members?
- ♂ Check that dates don't clash with other events in your area
- ♂ Make sure there is enough space, seats etc.

Choose presentation



- 🕒 What topics of interest by the community?
- 🕒 Look at topics available on the CD-Rom
- 🕒 Allow 20 – 30 minutes for a presentation plus question and answer time.

Finding a speaker



- 🕒 Who to contact?
- 🕒 Presentations on the CD-Rom are designed for any health professional to present, for e.g. GP or nurse
- 🕒 Your speaker should have an understanding of the local services



Logistics



- 🔄 Venue
- 🔄 Equipment
- 🔄 Lighting
- 🔄 Seating arrangements
- 🔄 Position of screen
- 🔄 Catering



Promoting your event



- 🕒 Consider promoting your event through local papers/flyers in local businesses, school, sporting clubs and other community groups
- 🕒 Local radio
- 🕒 Invite local papers to the event for a photo opportunity

Promoting your event



- 🕒 Allow 4-6 weeks for promotion
- 🗣️ Word of mouth is a great way to spread the word
- 📰 Use Men's Health Education Kit media release template included on the CD-Rom
- 🗣️ **How else would you promote your event?**

Running sheet



- 🕒 Develop a list of jobs to be done before the event
- 🕒 If you have more than one speaker it's a good idea to have a running sheet with times and meal breaks etc.

Evaluating your event



- 🕒 Important to help understand if the event was a success
- 🕒 Have people to help men complete an evaluation
- 🕒 Use Men's Health Education Kit evaluation template on CD-Rom

Ordering resources



- ♂ People often like to take away more information or show bags from a men's health event
- ♂ Check your Men's Health Education Kit manual for a list of organisations



It's not over yet!



- 🔄 Evaluation report
- 🔄 Follow-up article in your own newsletter or other publications
- 🔄 Use Men's Health Education Kit article template on CD-Rom

Small group work



- 🕒 Who are you linked in with in your community?
- 🕒 Are there opportunities to be involved?
- 🕒 Can you run a small event in your local men's shed or a larger event inviting the whole community?