Strategies to gender-sensitize health promotion interventions for men

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BACKGROUND:
- Men less likely than women to engage in help-seeking health behaviours.[1]
- Health promotion interventions must be designed to engage men in the first place.
- Gender-sensitive strategies consider men's needs and preferences and the influence of gender norms on their engagement with health promotion interventions.[2]

DISCUSSION:
- Men choose health promoting behaviours that are shaped by masculinity and gender norms.
- Health promotion interventions for men require a nuanced understanding of the barriers they face and a commitment to engaging them in ways that are gender-sensitive, accessible, and relevant.

Gender-sensitive strategies for staff training, program design, and program implementation need to be used to **engage** and **support men** in health promotion programs.

Train staff in gender competence

Co-design with men

Use informal communication style

Recruit male participants only

Consider language used

Incorporate humour

Add competition

Have a champion endorse the program

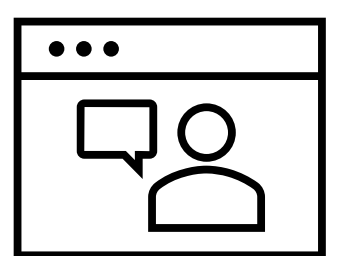Deliver in places men gather

Promote in male-dominated spaces

Use hooks such as free health checks

METHODS:

Literature review of MEDLINE and hand-searching

Conversations with 6 men's health promotion experts

RESULTS:
We identified 11 recommendations for gender-sensitive strategies across intervention design and implementation, participant recruitment, and staff training.

REFERENCES:
1. WHO. (2018) The Health and Well-Being of Men in the WHO European Region: Better Health Through a Gender Approach. WHO, Denmark.
2. Baker and Shand 2017, Journal of Global Health 7(1): 1-5

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