

Arizona Men's Health & Wellness Expo

An innovative model for health promotion in African- American Males

Presenters:

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Disclosures

- The AZ Men's Health & Wellness Expo has received support from the following:
 - Mayo Clinic
 - Sprint
 - NextCare Urgent Care
 - American Medical Systems
 - Optimum Efx Nutraceuticals
 - Colonial Life
 - BioImmune
 - AARP
- Today's presenters have not received compensation specific to their support of the AZ Men's Health & Wellness and have no conflicts or disclosures for this presentation.

Objectives for the Day

- Structure for Expo Model
- Impact of institutional and community-based collaborations in improving health outcomes for targeted populations
- Challenges and opportunities for community-based programs for health promotion.

Overview

- AZ Mens Health & Wellness (AZMHW) Expo
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- Produced by the Sphinx Educational Fund (SEF) a 501(c)3 & Delta Tau Lambda Chapter of Alpha Phi Alpha Fraternity, Inc.
- Launched in 2012 with the aim of increasing prostate cancer awareness, prevention and promoting Men's Health & Wellness as a community priority

AZMHW Conceptual Model

- Expo concept provides educational content on prostate cancer and other Men's Health topics.
- Reduce knowledge barriers, engage participants, empower capacity for healthy lifestyle and connect them with Expo educational resources to support on the day of the event and beyond.
- How do we do that?

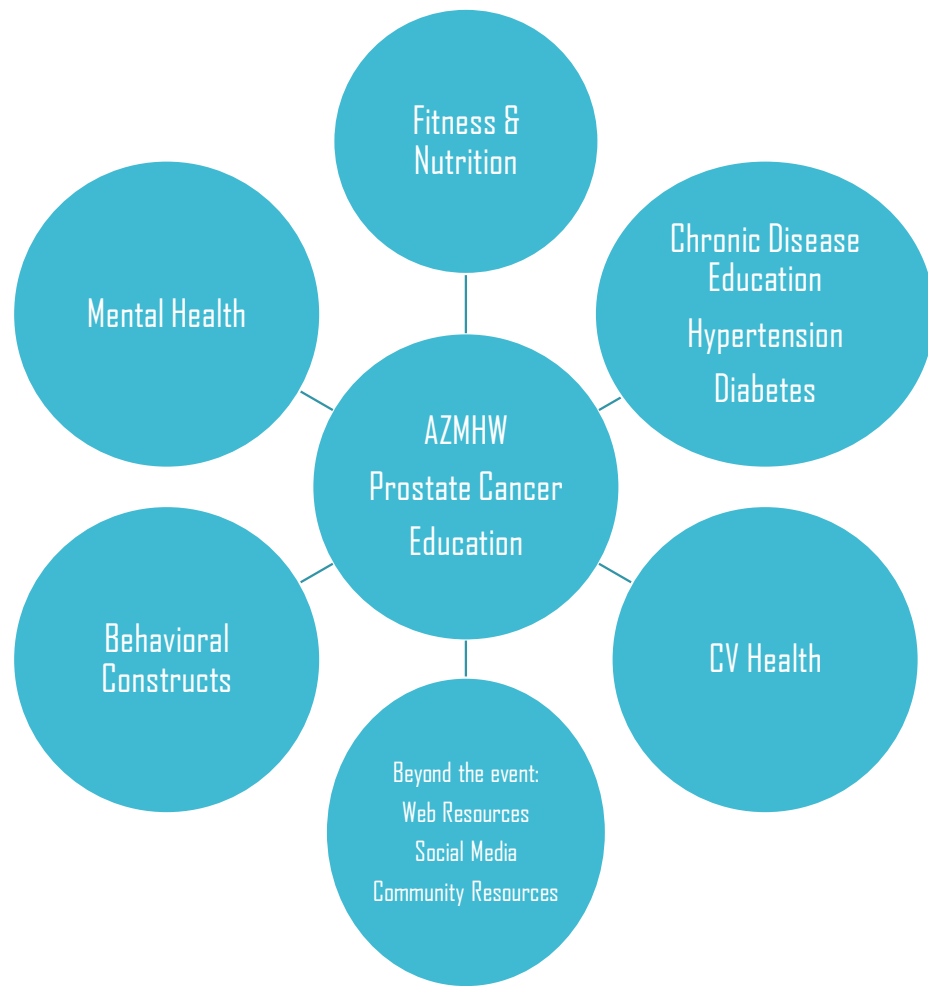
Theoretical constructs for Evidence Based Model

- PRECEDE/PROCEED (Green & Kreuter)
 - Operational framework for Expo
- Health Belief Model (Hochbaum)
 - Perceived Threats/Barriers/Benefits
 - Self-Efficacy
 - Cues to Action
- Social Cognitive Theory (Bandura)
 - Agency/Verbal persuasion
 - Social Modeling
 - Mastery Experience/Self-efficacy
- Trans-theoretical Model (Prochaska & DiClemente)
 - Stages of change
 - Framework for programmatic content

Achieving the aim

- Annual AZ Men's Health & Wellness Expo event
- Social Media networking between Expo
 - Maintain and reinforce connections w/ participants
- Strategic collaborations
 - Operational support for Expo
 - Connecting participants w/ community resources
- Enhancing analytics and metrics around programmatic outcomes.

AZMHW Expo Model (Modular & Multi- dimensional)



AZMHW 2017 Event Highlights

- Highest attendance to date (n=90)
- Health Civic Leadership Award
- Native American keynote speaker on approaches to culturally relevant food and nutrition
- Panelists from a variety of medical disciplines and specialties
- Well received by participants with significant drivers to social media and web resources post-event.

Limitations & Event Challenges

- Local Site Restrictions
 - Catering/Space for demos
- Resource Development/Deployment
 - Relationship management is key year-round.
- Adequate volunteer staffing
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- Identifying & Recruiting keynote speakers
- Maintaining bandwidth across the state of AZ and Southwestern United States
 - Marketing

Strengths & Takeaways

- Flexibility to prioritize key theme each year relevant to delivering knowledge on Men's Health topics
- Ready ability to garner support
- Creates value for participants: very positive feedback from male participants
- Potential to generalize through National Organization of Alpha Phi Alpha chapters throughout the US

Programmatic
Achievements
Quantified

- Number of participants: 250 participants in last 4 years
- \$20k in Revenue Generated to date
- Knowledge gains quantified?
 - 30% of attendees register for future screenings.
- Outcome: Established viability for a growing pilot program in the local community

AZMHW Expo Impact

- Connect participants to community resources for health promotion virtually & physically
- Create motivational relationships African-American males supporting healthy lifestyles
- Building on collaborative relationships to develop & sustain a comprehensive model for Men's Health
- Effective resource development in a challenging fiscal environment

The Way
Forward:
AZMHW Expo
Strategic
Collaborations

- Collaborative profile
 - State-wide; regional; national reach
 - Sustainable, long-term partners
 - Respect for culturally relevant evidence-based approaches for health promotion
 - Conduit for institutional & community partnerships

Partnership as Change Agent

- Connects Mayo Clinic with local community as a local partner
- Connects local AA community with Mayo Clinic resources as a national leader in healthcare.
- Reduces knowledge barriers by targeting engaged consumer interested in prevention & health education content.
- The AZ Men's Health & Wellness Expo will be a signature event for men to connect and engage with health promoting educational content.

AZMHW Future State: 2017 and beyond

- Retain partnership with Mayo Clinic
- Retain sponsors from previous years, add to Master list of committed sponsors
- Expand participant base to reflect diversity of the Valley community as a whole.
- Execute expansion to regional and national model through Mayo sites and local Alpha Phi Alpha Chapters around the country.

Where can I
learn more?

- For more info, find us on-line at:
- www.azmenshealth.com
- Like us on Facebook (AZ Men's Health & Wellness)
- Follow-us on Twitter: AZMensHealth



Questions?