

Communicating to Men About Health
Literature Search Methodology & Resources



Men’s Health Initiative of BC – Communicating to Men About Health

Literature Search Methodology & Resources

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Search Methodology

A limited but systematic literature search was conducted to identify key published material in English related to Communicating to men about health. The specific question addressed was:

To locate examples of health promotion directed at males that has evidence of increase in awareness and / or behavior or has other evaluation of the effectiveness of the communication.

Peer reviewed articles and papers were identified by searching health and social sciences databases with international coverage. Where subjects are well-indexed, subject headings were used to increase relevance and precision of search results and to ensure a manageable number of items retrieved; where subjects are less well-indexed, or had not yet been assigned subject headings, key words were added to increase recall. Subject headings used were database specific, but analogous to the Medical Subject Headings (MeSH) used in PubMed.

A limited number of key organization, government, think tank, and research institute websites were searched for grey literature such as reports and unpublished material. Literature was selected for inclusion in the review based on examination of abstracts and indexing (subject headings) where available, and on full-text or table of contents if accessible.

Specific search parameters (e.g. inclusion/exclusion criteria, jurisdictions, time frame, languages of publication) were developed in consultation with the Men's Health Initiative of BC researchers during initial planning stages.

Inclusion Criteria

- Jurisdictions: Canada as primary focus; United States, United Kingdom, Australia
- Languages: English and French

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- Published: last full 10 years (2002-2012)
- Males of all ages

Exclusion Criteria

- Non-English language publications

Records from database searches were downloaded and imported into a Reference Manager database to facilitate removal of duplicates. Database searches were conducted October 19-29, 2012. Grey literature searching extended to December 13, 2012.

Limitations

- Grey literature search results include only material available free on the internet.
- Time and budget constraints limited the number of grey literature resources searched, necessitating a focus on organizations focused on men's health (with the exception of Cochrane Collaboration and Campbell Collaboration).
- Similarly, due to time restraints and results from PubMed, EMBASE, another large international health database, was not searched.

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Items Identified By Database or Resource Type

Source	Records identified in search	Records selected from screening	Studies selected for full-text review
PubMed	49	31	5
PsycINFO	766	60	21
CBCA (Canadian Business and Current Affairs)	269	15	1
ABI/Inform (American Business Index)	275	12	0
ERIC (Education Information Resources Center database)	423	23	0
Sociological Abstracts	173	7	0
CINAHL (Cumulative Index to Nursing and Allied Health Literature)	253	20	0
Grey Literature	N/A	77	
Total – All Sources	2,235	237	

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Terminology

Search Terms	
Subject Headings	Text Words*
Concept 1: Men	
<ul style="list-style-type: none">▪ Male	<ul style="list-style-type: none">▪ men OR man OR boy OR boys OR male OR males
Concept 2: Communicating	
<ul style="list-style-type: none">▪ Communication [exploded]▪ Mass Communications▪ Information Dissemination▪ Dissemination of Information▪ Messages▪ Advertising [exploded]▪ Marketing [exploded]▪ Public Service Announcements▪ Persuasive Communication▪ Mass Media [exploded]	<ul style="list-style-type: none">▪ messag*▪ reach*▪ communicat*▪ disseminat*▪ market* OR advertis* OR advertiz*
Concept 3: Health Promotion	
<ul style="list-style-type: none">▪ [not included in PubMed due to low retrieval]▪ Health Promotion▪ Health Literacy	<ul style="list-style-type: none">▪ health (promotion OR education)▪ health (literacy OR knowledge)

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Search Terms	
Subject Headings	Text Words*
<ul style="list-style-type: none">▪ Health Knowledge▪ Health Education▪ Client Education	
Concept 4: Evidence	
<ul style="list-style-type: none">▪ [not included in PubMed due to low retrieval]▪ Evidence-Based Practice▪ Effectiveness	<ul style="list-style-type: none">▪ effective* OR evidence* OR "best practice*" OR "promising practice*"

* Truncation was used where appropriate for text word searching – indicated by asterisk.

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Grey Literature Resources

Table 1: Government and International Agencies
Canada
<ul style="list-style-type: none">• None searched due to time and budget constraints – focused on sites specific to men's health and evidence based studies
Other Jurisdictions
<ul style="list-style-type: none">• None searched due to time and budget constraints – focused on sites specific to men's health and evidence based studies

Table 2: Organizations and Research Institutes
Canada
<ul style="list-style-type: none">• None applicable other than MHIBC
Other Jurisdictions
<ul style="list-style-type: none">• Campbell Collaboration http://www.campbellcollaboration.org• European Men's Health Forum http://www.emhf.org• Foundation for Men's Health (US) http://www.foundationformenshealth.org/• Men's Health Forum in Ireland http://www.mhfi.org/

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Table 2: Organizations and Research Institutes
<ul style="list-style-type: none">• Men's Health Information & Resource Centre (MHIRC) (Australia) http://www.uws.edu.au/mhirc/mens_health_information_and_resource_centre• Men's Health Network (US) http://www.menshealthnetwork.org/sites/home• Men's Health Australia http://www.menshealthaustralia.net/• Men's Health Forum (UK) http://www.menshealthforum.org.uk/• mengage: NSW Male Health Clearinghouse (Australia) http://mengage.org.au/

Table 3: Specialized Databases, Internet Peer-reviewed Sites, Internet Search Engines, and Journals
Specialized databases and resources
<ul style="list-style-type: none">• Campbell Library http://www.campbellcollaboration.org/library.php• Cochrane Library via http://www3.interscience.wiley.com/• TRIP database http://www.tripdatabase.com/index.html
Journals - Hand-Searches and Websites Examined
<ul style="list-style-type: none">• None

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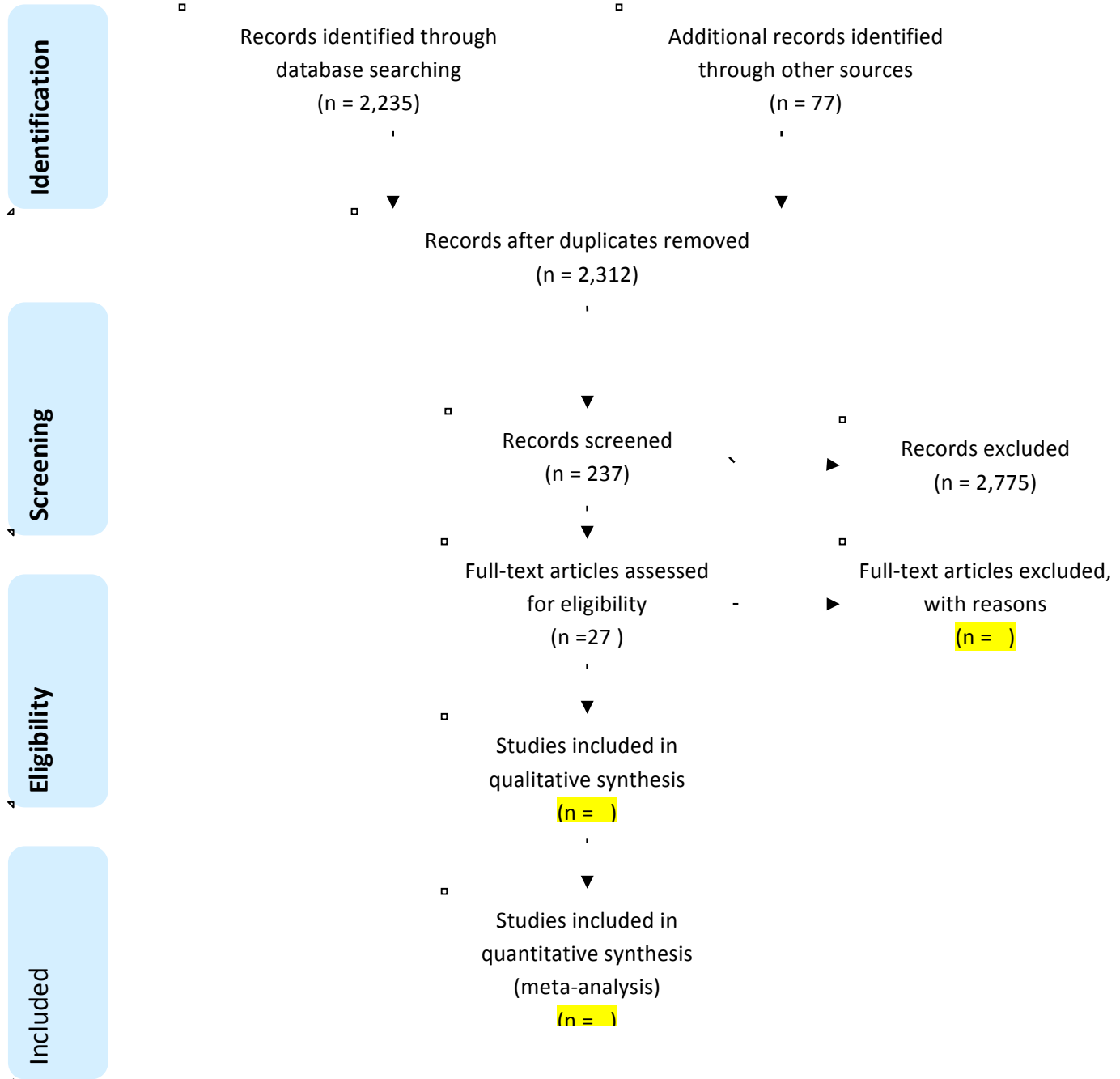
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Table 3: Specialized Databases, Internet Peer-reviewed Sites, Internet Search Engines, and Journals
Internet search engines
<ul style="list-style-type: none">• Google

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PRISMA 2009 Flow Diagram
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From: Moher D, Liberati A, Tetzlaff J, Altman DG, The PRISMA Group (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. PLoS Med 6(6): e1000097. doi:10.1371/journal.pmed1000097

For more information, visit www.prisma-statement.org.

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Database Search Results – Citations Only

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Preliminary PubMed Results for Feedback

Notes

The following citations/abstracts are the results of a preliminary search of PubMed for feedback by research team. Comments:

1. This was a tight search, using title words only. I will be expanding to include subject headings and abstract words as well after feedback to this initial set.
2. Search terms for preliminary search (truncation used to get at various forms): messag* OR reach* or “health promotion” / men OR man OR male OR boy OR boys. I did not bring in “communication” at this stage, nor “health education” because they are much broader concepts.
3. I did not include any terms for the concepts of evidence, program evaluation, etc., for this initial search. If the results set is large once I bring in subject headings and abstract words and the above broader terms (communication, health education), I'll start “limiting” as needed to create a manageable results set. We can discuss how you want to approach this if you like.
4. Limits placed on the search were: English or French; 2002-2012 (last *full* 10 years); countries of interest (Canada, US, UK, Australia)
5. I found no items specific to Canada in this first round. I ended up not specifying countries in the end, as there were a few items of interest in the larger results set that would have been missed had I included country terms in the search.
6. I selected 31 items as *potentially* in scope / on target out of 84 items retrieved with the strategy.
7. Most of the items deal with sexual health, HIV/AIDS, and STDs.
8. Some of the items are on targeting specific groups (e.g., gay men, MSM, African American, etc.)
9. At least one item talks about the use of peer educators. Is this of interest to this project?

If you could return this with an indication of which of these (if any) look to be on target for your purposes, that will help as I revise the search with a more in-depth approach, for PubMed and next PsycINFO. Highlighting the first line (with the record number) would be fine.

Any comments you have on these results would also be helpful – why some look to be useful, and why others don't.

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PubMed Preliminary Results – 31 items

1. Reback CJ, Grant DL, Fletcher JB, Branson CM, Shoptaw S, Bowers JR, et al. Erratum to: Text Messaging Reduces HIV Risk Behaviors Among Methamphetamine-Using Men Who Have Sex with Men. *AIDS Behav* . 2012 Oct;16(7):2003.
PMID/UI: PMID: 22767028
Keywords: Men; Risk
2. Benoit E, Pass M, Randolph D, Murray D, Downing MJ, Jr. Reaching and engaging non-gay identified, non-disclosing Black men who have sex with both men and women. *Cult Health Sex* . 2012 Oct;14(9):975-90.
PMID/UI: PMID: 22937767
Keywords: Attitude; Female; Internet; Men; New York City; Risk; Trust
Abstract: Non-gay identified (NGI) Black men who have sex with both men and women (MSMW) and who use substances are at risk of acquiring and transmitting HIV to their partners. Homophobic community norms can discourage such men from disclosing their risk behaviour to female partners and others, including service providers. It is important to understand the dynamics of risk in this vulnerable population, but research is challenged by the men's need for secrecy. In this paper we report on successful efforts to recruit 33 non-disclosing, NGI Black MSMW for in-depth interviews concerning substance use, HIV risk and attitudes toward disclosing their risk behaviour. We employed targeted and referral sampling, with initial contacts and/or key informants drawn from several types of settings in New York City, including known gay venues, community organisations, neighbourhood networks and the Internet. Key informant gatekeepers and the ability to establish rapport proved central to success. Perceived stigma is a source of social isolation, but men are willing to discuss their risk behaviour when they trust interviewers to protect their privacy and engage with them in a non-judgemental manner. Findings imply that the most effective prevention approaches for this population may be those that target risk behaviours without focusing on disclosure of sexual identities.
3. Wei C, McFarland W, Colfax GN, Fuqua V, Raymond HF. Reaching black men who have sex with men: a comparison between respondent-driven sampling and time-location sampling. *Sex Transm Infect* . 2012 Jun 29.
PMID/UI: PMID: 22750886
Keywords: Female; Male; Men; methods; Pennsylvania; Prevalence; Risk
Abstract: OBJECTIVES: The authors explored whether respondent-driven sampling (RDS) can generate a more diverse sample of black men who have sex with men

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(MSM) than time-location sampling (TLS) by comparing sample characteristics accrued by each method in two independent studies. **METHODS:** The first study exclusively recruited black MSM through RDS (N=256), while the second recruited MSM through TLS including a subsample of black MSM (N=69). Crude and adjusted point estimates and 95% CIs were calculated for socio-demographic and behavioural characteristics, HIV prevalence and prevalence of unrecognised infections, and were compared using the Z-test. **RESULTS:** The samples differed significantly regarding all socio-demographic and some behavioural characteristics. Compared with TLS, RDS estimated higher proportions of older, less educated, poorer, currently homeless and self-identified bisexual black MSM. Participants in RDS were less likely to have a main partner, had fewer male partners, were more likely to have a female partner and have both male and female partners, and reported greater methamphetamine, crack and heroin use. Prevalence of HIV and unrecognised infections were slightly higher among RDS participants. **CONCLUSIONS:** The RDS sample comprised black MSM who were more diverse with respect to socio-demographic characteristics and may also be at higher risk for HIV. Thus, RDS has advantages in reaching higher risk black MSM who are most hidden from intervention research and service delivery. Future studies of black MSM using RDS could use steering strategies to recruit younger participants and other subgroups of greatest interest to public health and prevention.

4. Fessler DA, Mitty J, Mayer KH, Makadon HJ. The 2010 Health Care Act and barriers to effective health promotion among men who have sex with men. *Sex Transm Dis* . 2012 Jun;39(6):449-52.
PMID/UI: PMID: 22592830
Keywords: economics; Health Knowledge,Attitudes,Practice; Health Promotion; Homosexuality, Male; Humans; Male; Medicare; Men; methods; prevention & control; Risk Factors; Sexually Transmitted Diseases; statistics & numerical data; United States
5. DiClemente RJ, Crosby RA, Salazar LF, Nash R, Younge S. Is male intent to be vaccinated against HPV a function of the promotion message? *Int J STD AIDS* . 2011 Jun;22(6):332-4.
PMID/UI: PMID: 21680669
Keywords: administration & dosage; Adolescent; Analysis of Variance; Condylomata Acuminata; education; Female; Head and Neck Neoplasms; Health Education; Health Knowledge,Attitudes,Practice; Health Promotion; Humans; Male; Men; methods; Papillomavirus Vaccines; Patient Acceptance of Health Care; prevention & control; psychology; Sex Factors; Uterine Cervical Neoplasms;

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Young Adult

Abstract: We aimed to determine whether the type of outcome expectation, stemming from HPV vaccination, would have any effect on young men's HPV vaccine intent. We recruited young men (18-24 years of age) from two university campuses (n = 150). After answering a series of questions they were randomly assigned to one of three information conditions (all delivered by computer): (1) how women may benefit from men's HPV vaccination, (2) preventing genital warts and (3) preventing head and neck cancers. Intent to be vaccinated against HPV in the next 12 months was assessed before and after receiving the informational session corresponding to the assigned condition. A repeated-measures t-test indicated that a significant increase in young men's intent to be vaccinated after they received the assigned information (t = 9.48, [147], P = 0.0001). However, the increase in intent to be vaccinated did not vary by group assignment as there were no significant differences in mean intent scores between the three groups (F = 0.59, [2/144], P = 0.56). Information that promotes the outcome expectations of protecting women from cervical cancer, preventing genital warts for men and preventing head and neck cancers for men may be equally effective in promoting increased intent for HPV vaccine acceptance among young university men.

6. Wright E, Fortune T, Juzang I, Bull S. Text messaging for HIV prevention with young Black men: formative research and campaign development. *AIDS Care* . 2011 May;23(5):534-41.
PMID/UI: PMID: 21287416
Keywords: Adolescent; African Americans; Aged; Cellular Phone; Communication; Feasibility Studies; Focus Groups; Health Education; Health Knowledge,Attitudes,Practice; HIV Infections; Humans; Male; Men; methods; Philadelphia; Pilot Projects; prevention & control; Program Development; Safe Sex; Sexual Abstinence; Sexual Behavior; Young Adult
Abstract: This article describes the formative research and campaign development for a pilot study to test the feasibility of using cell phone text messaging to promote HIV prevention for young African-American men. We conducted six focus groups with Black men aged 16-20 (N=43) in order to obtain feedback on the campaign content and how best to convey sexual health information via text message using cell phones. We present three main findings: (1) the participants' ideas for conducting this research and how to structure our campaign design; (2) how we broadened our theoretical perspective from an individual focus to an empowerment and social capital focus in order to best communicate a culturally relevant program; and (3) the young adult's specific suggestions for how best to operationalize theoretical constructs related to empowerment and social capital. We found that

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young Black men were receptive to the idea of receiving text messages for an HIV prevention campaign. As technology proliferates, this work offers specific ideas for how to capitalize on new technological modalities to deliver important communications on prevention.

7. Heeren GA, Jemmott JB, III. Health Promotion: Results of focus groups with African-American men. *J Mens health* . 2011 Mar 1;8(1):50-5.
PMID/UI: PMID: 21566707
Keywords: African Americans; Communication; Focus Groups; Health Behavior; Health Promotion; Men; methods; Pennsylvania; Philadelphia; United States
Abstract: BACKGROUND: Almost half (49%) of the people diagnosed with HIV/AIDS in the United States (US) are African-Americans. Although African-Americans represent only about 13% of the overall population, they continue to account for a higher proportion of cases at all stages of HIV/AIDS. Most documented interventions targeting the African-American population have focused on women, children, men who have sex with men or drug addicts. METHODS: Six focus group sessions with African-American men (39) and women (15) were conducted in a heterogeneously populated American city. We used a pre-focus group questionnaire to collect data about the socio-economic background of the participants. In our focus group sessions we examined the feasibility of instituting a health promotion program for African-American men. RESULTS: The men who participated in the sessions showed great interest in attending the health promotion program. They had no prior knowledge of positive behavioral practices that could promote their individual health and well-being. HIV infection rates in the African-American population remain the highest in the US. CONCLUSION: The results of our focus group sessions showed that the heterosexual African-American men were eager to learn how to protect themselves against communicable and non-communicable diseases in health promotion programs.
8. Collins CE, Morgan PJ, Warren JM, Lubans DR, Callister R. Men participating in a weight-loss intervention are able to implement key dietary messages, but not those relating to vegetables or alcohol: the Self-Help, Exercise and Diet using Internet Technology (SHED-IT) study. *Public Health Nutr* . 2011 Jan;14(1):168-75.
PMID/UI: PMID: 20602869
Keywords: administration & dosage; Adult; Alcohol Drinking; Body Mass Index; Diet,Reducing; Dietary Fats; epidemiology; Exercise; Health Education; Health Promotion; Humans; Internet; Male; Men; methods; New South Wales; Obesity; Prevalence; Risk; therapy; Treatment Outcome; Vegetables; Weight Loss
Abstract: OBJECTIVE: To describe dietary changes in men participating in an

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obesity intervention as part of the Self-Help, Exercise and Diet using Information Technology (SHED-IT) study. DESIGN: An assessor-blinded randomized controlled trial comparing Internet (n 34) v. information-only groups (n 31) with 6-month follow-up. Dietary intake assessed by FFQ, reporting usual consumption of seventy-four foods and six alcoholic beverages using a 10-point frequency scale. A single portion size (PSF) factor was calculated based on photographs to indicate usual serving sizes. SETTING: The campus community of the University of Newcastle, New South Wales, Australia. SUBJECTS: Sixty-five overweight/obese men (43 % students, 42 % non-academic general staff, 15 % academic staff; mean age 35.9 (sd 11.1) years, mean BMI 30.6 (sd 2.8) kg/m²). RESULTS: The average PSF decreased significantly over time ($\chi^2 = 20.9$, $df = 5$, $P < 0.001$) with no differences between groups. While both groups reduced mean daily energy intake (GLM $\chi^2 = 34.5$, $df = 3$, $P < 0.001$), there was a trend towards a greater reduction in the Internet group (GLM $\chi^2 = 3.3$, $P = 0.07$). Both groups reduced percentage of energy from fat ($P < 0.05$), saturated fat ($P < 0.001$) and energy-dense/nutrient-poor items ($P < 0.05$), with no change in dietary fibre or alcohol ($P > 0.05$). CONCLUSIONS: Although men reported some positive dietary changes during weight loss, they did not increase vegetable intakes nor decrease alcohol consumption, while saturated fat, fibre and Na intakes still exceeded national targets. Future interventions for men should promote specific food-based guidelines to target improvements in their diet-related risk factor profile for chronic diseases.

9. Coles R, Watkins F, Swami V, Jones S, Woolf S, Stanistreet D. What men really want: a qualitative investigation of men's health needs from the Halton and St Helens Primary Care Trust men's health promotion project. *Br J Health Psychol* . 2010 Nov;15(Pt 4):921-39.
PMID/UI: PMID: 20392339
Keywords: Adult; Aged; England; Focus Groups; Gender Identity; Health Promotion; Humans; London; Male; Marketing of Health Services; Men; Men's Health; Middle Aged; Needs Assessment; Patient Acceptance of Health Care; Patient Preference; Poverty; Professional-Patient Relations; psychology; Trust
Abstract: OBJECTIVE: Although a number of recent health promotion interventions targeted at men have recognized the plurality of masculinities and adopted multifaceted approaches, in the main there continues to be a reliance on stereotypes of gendered behaviour that focus on hegemonic masculinities and a 'one-size-fits-all' approach to health care. The present study sought to overcome this limitation. DESIGN: The present study used a qualitative design, in which data were analysed using framework analysis. METHOD: A total of 82 middle-aged and older men, in a socially deprived area of Britain, took part in focus groups about

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health promotion. RESULTS: Analysis of focus group transcripts revealed four key themes: (1) that the 'doing' of gender in relation to health must be seen as contingent and in constant flux; (2) that, despite stereotypes of typical behaviour, men were keen to engage with health care services; (3) that men felt there were a number of barriers to help seeking, but generally welcomed the opportunity to discuss their health care needs, and; (4) that they were keen to see the above themes translated into directed advertising and health information for men. CONCLUSION: These results have practical implications for the way in which health promotion interventions target men, which we discuss in conclusion.

10. Colon-Lopez V, Ortiz AP, Palefsky J. Burden of human papillomavirus infection and related comorbidities in men: implications for research, disease prevention and health promotion among Hispanic men. *P R Health Sci J* . 2010 Sep;29(3):232-40. PMID/UI: PMID: 20799510
Keywords: Biomedical Research; complications; Cost of Illness; Health Promotion; Hispanic Americans; Humans; Male; Men; Neoplasms; Papillomavirus Infections; Prevalence; prevention & control; psychology; United States; virology
Abstract: Genital human papillomavirus (HPV) infection is one of the most commonly diagnosed sexually transmitted infections world-wide. Over the last two decades, research has established a strong causal link between specific types of HPV infection and cancer, particularly cervical, anal, vulvar/vaginal, penile, and oropharyngeal cancer. Limited epidemiological studies of anogenital HPV infection have been conducted in Hispanic populations (including Puerto Rico), and population-based incidence and prevalence estimates of HPV infection among Hispanics are limited. Studies that evaluate knowledge and awareness of HPV among men are also scarce. With the world-wide introduction of two new prophylactic vaccines against high-risk HPVs causing cervical cancer, and the recent FDA approval of the quadrivalent vaccine in preventing genital warts in men, there is an urgency to determine the burden of HPV in Hispanic populations before vaccine programs are implemented on a widespread basis. Knowledge and acceptability of the vaccine prior to implementation of these programs are also necessary to allow a targeted assessment. This review article summarizes existing research on HPV infection and HPV-related morbidities in men, with a particular emphasis on Hispanic men in the United States and Puerto Rico. Three major areas are discussed: (1) genital warts, (2) HPV and related cancers and (3) biobehavioral and psychosocial factors related to HPV infection and vaccination. Specific recommendations for advancing HPV research and knowledge among Hispanic populations also are suggested.

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11. Burns JM, Webb M, Durkin LA, Hickie IB. Reach Out Central: a serious game designed to engage young men to improve mental health and wellbeing. *Med J Aust* . 2010 Jun 7;192(11 Suppl):S27-S30.

PMID/UI: PMID: 20528704

Keywords: Adaptation, Psychological; Adolescent; Adult; Aged; Cognitive Therapy; Community Mental Health Services; Female; Health Promotion; Humans; Internet; Male; Men; Mental Health; methods; Play and Playthings; Social Support; Young Adult

Abstract: Reach Out Central (ROC) is a serious game drawing on the principles of cognitive behaviour theory that has been designed to improve the mental health and wellbeing of young people, particularly men. ROC was developed over a 3-year period from 2003 to 2006, in consultation with young people aged 16-25 years who use the Reach Out mental health website (<http://www.reachout.com>). ROC was launched online in September 2007. A traditional and viral awareness campaign was designed to engage young men, particularly "gamers". In the first month after launch, ROC had 76 045 unique website visits, with 10 542 new members (52% male) joining Reach Out. An independent online evaluation involving 266 young people aged 18-25 years was conducted between August 2007 and February 2008 to examine psychological wellbeing, stigma and help seeking in ROC players. Overall results indicated that ROC was successful in attracting, engaging and educating young people. Young women reported reduced psychological distress and improved life satisfaction, problem solving and help seeking; however, no significant changes were observed for young men. Although ROC was successful in attracting young men, demonstrating that the concept resonates with them, the service failed to keep them engaged. Further research is needed to explore how (or what changes need to be made) to sustain young men's engagement in the game.

12. Cupples JB, Zukoski AP, Dierwechter T. Reaching young men: lessons learned in the recruitment, training, and utilization of male peer sexual health educators. *Health Promot Pract* . 2010 May;11(3 Suppl):19S-25S.

PMID/UI: PMID: 20488965

Keywords: Adolescent; Adult; Attitude; education; Health Education; Health Services; HIV Infections; Humans; Male; Men; methods; organization & administration; Peer Group; prevention & control; Program Evaluation; Sex Education; Sexual Behavior; Sexually Transmitted Diseases; Social Change; utilization; Young Adult

Abstract: The need to involve men in family planning and reproductive health services has gained increased recognition by health organizations and practitioners as an important strategy for reducing persistently high rates of sexually transmitted

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infections and unintended pregnancies. Peer education is one popular approach that has been shown to be effective in promoting healthy sexual behaviors as well as increasing sexual health knowledge, attitudes, and skills among young people. Although the efficacy of peer education programs is related to the recruitment, selection, and training of instructors, little information on these topics has been shared. Moreover, there is an even greater dearth in the literature regarding young male sexual health educators. This report addresses this gap and describes lessons learned about the selection, development, and contributions of young male health educators in a male-focused peer-based sexual health program.

13. Mimiaga MJ, Reisner SL, Goldhammer H, Tetu AM, Belanoff C, Mayer KH. Sources of human immunodeficiency virus and sexually transmitted disease information and responses to prevention messages among Massachusetts men who have sex with men. *Am J Health Promot* . 2010 Jan;24(3):170-7. PMID/UI: PMID: 20073382
Keywords: Adult; Boston; Consumer Health Information; Health Knowledge,Attitudes,Practice; HIV Infections; Homosexuality, Male; Humans; Information Dissemination; Internet; Male; Men; methods; Middle Aged; prevention & control; psychology; Safe Sex; Sexually Transmitted Diseases; Young Adult
Abstract: PURPOSE: Sexually transmitted disease (STD) rates have continued to increase among men who have sex with men (MSM). The present study used qualitative methods to assess sources of human immunodeficiency virus (HIV)/STD information and responses to HIV/STD prevention messages among MSM. This was done to understand how to design more effective media campaigns on HIV/STD prevention and testing for this population. DESIGN: One-on-one semistructured, qualitative interviews and a brief demographic written survey were conducted. SETTING: A Massachusetts community-based organization specializing in HIV/AIDS healthcare. PARTICIPANTS: A novel, modified, respondent-driven sampling method was used to recruit a diverse sample of 50 Massachusetts MSM between January and April 2005; qualitative interviews were conducted until redundancy in responses was achieved. METHOD: Qualitative data were analyzed using content analysis. NVIVO software was used to organize transcripts, identify themes, and report frequency of responses. RESULTS: Respondents reported having derived information on sexual health from multiple media sources. Direct outreach, gay- and HIV-centered organizations, print and broadcast media, public transportation ads, and the Internet held the greatest potential for dissemination. Primary care providers were also frequently seen as trusted sources of HIV/STD prevention information. Ideas for content often included having "people just like

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you" in ads. CONCLUSION: Health messages that focus on getting tested for HIV and STDs, practicing safe sex, and incorporating straightforward and accurate information on prevention may be the most acceptable to MSM. Providers should be proactive in disseminating information about HIV/STD prevention.

14. Scott TN. Utilization of the natural helper model in health promotion targeting African American men. *J Holist Nurs* . 2009 Dec;27(4):282-92.
PMID/UI: PMID: 20009020
Keywords: African Americans; Attitude to Health; Cultural Characteristics; education; ethnology; Health Education; Health Promotion; Health Services Needs and Demand; Health Status Disparities; Holistic Health; Humans; Male; Men; Models,Nursing; Nurse's Role; organization & administration; Trust; United States; utilization
Abstract: When compared with other racial and ethnic groups, African American men experience a great number of health disparities. The factors that perpetuate health disparities among African American men are multidimensional and include lack of access to equitable health care, lack of knowledge and limited education about health promoting behaviors, lack of organizational trust and acceptability, the impact of masculinity on health, and psychological factors. This article explores the health promotion needs of African American men and the ability of the natural helper model to address those needs. Further discussion of its use by holistic nurses as a culturally tailored health promotion intervention targeting African American men is presented.
15. O'Donnell L, Bonaparte B, Joseph H, Agronick G, Leow DM, Myint U, et al. Keep It Up: development of a community-based health screening and HIV prevention strategy for reaching young African American men. *AIDS Educ Prev* . 2009 Aug;21(4):299-313.
PMID/UI: PMID: 19670966
Keywords: Adolescent; Adult; African Americans; Community Health Services; education; ethnology; Female; Focus Groups; Health Knowledge,Attitudes,Practice; Health Promotion; Health Services Accessibility; HIV Infections; Human Development; Humans; Male; Mass Screening; Men; methods; New York City; Obesity; Pilot Projects; prevention & control; Program Development; Program Evaluation; Risk; Risk Reduction Behavior; Social Marketing; Young Adult
Abstract: This article addresses the challenge of developing HIV prevention interventions that not only prove to be efficacious but also are designed from the outset to overcome obstacles to reaching priority populations. We describe how community input has informed development of Keep It Up (KIU), a community

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health screening and behavioral prevention program for young Black men. KIU embeds HIV prevention in a broader health promotion campaign, with the goal of reducing stigma and reaching a population that bears a disproportionate burden of HIV/AIDS and other health problems-hypertension, high cholesterol, diabetes, asthma, and obesity. Information from community partners, expert advisers, and focus groups was collected at key junctures and incorporated into four core components: social marketing, a computerized behavioral learning module, biological testing for HIV and other conditions, and a personalized health profile and risk reduction plan. A pilot with 116 participants provided evidence that the KIU model of integrating HIV prevention with other health screening is acceptable and has the potential to reach Black men at risk for HIV as well as other chronic health conditions.

16. Rankins J, Nathan T, Ralston P. Integrating nutrition education into a faith-based prostate screening program: a strategy for reaching African American men. *J Nutr Educ Behav* . 2009 Jan;41(1):71-2.
PMID/UI: PMID: 19161925
Keywords: Adult; African Americans; Aged; Antioxidants; education; Exercise; Florida; Health Knowledge,Attitudes,Practice; Health Promotion; Humans; Male; Men; methods; Middle Aged; Nutritional Sciences; prevention & control; Prostate; Prostatic Neoplasms; psychology; Religion and Medicine
17. Bryan CJ, Wetmore-Arkader L, Calvano T, Deatrick JA, Giri VN, Bruner DW. Using focus groups to adapt ethnically appropriate, information-seeking and recruitment messages for a prostate cancer screening program for men at high risk. *J Natl Med Assoc* . 2008 Jun;100(6):674-82.
PMID/UI: PMID: 18595569
Keywords: Adult; Aged; Communication; Continental Population Groups; Decision Making; diagnosis; ethnology; Female; Focus Groups; Health Education; Humans; Male; Mass Media; Mass Screening; Men; methods; Middle Aged; Motivation; Patient Acceptance of Health Care; Patient Selection; Pennsylvania; Prostate; Prostatic Neoplasms; Risk
Abstract: PURPOSE: To adapt ethnically appropriate radio and newspaper messages in order to increase information-seeking and recruitment to the high-risk Prostate Cancer Risk Assessment Program (PRAP) using input from focus groups. METHODS: We conducted four gender- and ethnic specific-focus groups composed of up to eight participants each. Group participants ranged in age from 35-69 and were either at risk for prostate cancer or were married to someone at risk. Participants evaluated both print and radio advertisements for a PRAP media

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recruitment campaign, and their recommendations were used to adapt the advertisements. RESULTS: Trigger words, e.g., "research program," were found to be a particular issue for African-American men who cited concerns about "experimentation," while the other groups cited concerns about time commitments and cost. In the print messages, familial themes garnered an overall favorable response, but Caucasian-American participants responded negatively to the use of photos of age-appropriate models. CONCLUSION: Focus groups are useful in checking health professional assumptions about health messages prior to developing awareness or recruitment advertisements or materials. There was an implied preference for "younger" models among Caucasian Americans. Radio and print messages were adapted using the focus group recommendations, i.e., focusing on familial themes, adding race-specific risk estimates and using younger-than-target group models.

18. Latinos and HIV epidemic. Intervention reaches Latino men at soccer games. Finding target audience is the challenge. *AIDS Alert* . 2008 Jan;23(1):5-6.
PMID/UI: PMID: 18572470
Keywords: epidemiology; Hispanic Americans; HIV Infections; Humans; Male; Men; Sports; United States
19. Kolip P. Men as a target group for disease prevention and health promotion. *Int J Public Health* . 2007;52(5):267-8.
PMID/UI: PMID: 18030940
Keywords: Aged; Female; Germany; Health Policy; Health Promotion; Health Services Accessibility; Humans; Life Expectancy; Life Style; Male; Men; Men's Health; Preventive Medicine; Sex Factors
20. Lee H. Why sexual health promotion misses its audience: men who have sex with men reading the texts. *J Health Organ Manag* . 2007;21(2):205-19.
PMID/UI: PMID: 17713183
Keywords: Audiovisual Aids; Great Britain; Health Promotion; Homosexuality, Male; Humans; Male; Men; methods; Obesity; Persuasive Communication; Program Evaluation; Safe Sex; Sexually Transmitted Diseases; Unsafe Sex
Abstract: PURPOSE: Sexual health promotion aimed at men who have sex with men (MSM) is not achieving its objective of reducing the incidence of new infections of sexually transmitted diseases, notably HIV/AIDS, in the MSM population. The paper aims to raise awareness of possible unintended consequences when using visual culture and advertising techniques in the field of sexual (and other) health promotion and public health messages.

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DESIGN/METHODOLOGY/APPROACH: Using critical textual analysis and drawing on visual culture methodology the approach is to critique current practice and suggest alternative ways to approach gay men's sexual health which are not predicated on a "model" gay man. FINDINGS: Men who have sex with men (MSM) are constructed through sexual health promotion (SHP) literature as young, hedonistic and irrational which may serve to distance the very audience it seeks to attract and address. What may at first appear to be a targeted and helpful initiative to raise awareness may inadvertently have the simultaneous and unanticipated effect of "selling" unsafe sex rather than promoting safe sex. This is because, first, the use of sexual imagery designed to attract attention works in unanticipated ways. Second, MSM are constructed through the images and language used in ways that may be at best unhelpful and potentially quite harmful. RESEARCH LIMITATIONS/IMPLICATIONS: There are many different approaches and interventions in this field and the criticisms here may not be applicable to many of the other sources of health promotion awareness campaigns. Future research could certainly be conducted in other fields of health promotion and public health issues such as obesity, drug and alcohol abuse and smoking cessation. PRACTICAL IMPLICATIONS: Health promotion practice should beware of depicting their audience in stereotypical ways. MSM could be constructed far more positively as role models to be followed instead of bad examples to be avoided. ORIGINALITY/VALUE: The methodology is new to this field and the findings provide an original basis for criticism of advertising techniques which have until now formed the basis of this type of public awareness-raising.

21. Geller J, Swetter SM, Leyson J, Miller DR, Brooks K, Geller AC. Crafting a melanoma educational campaign to reach middle-aged and older men. *J Cutan Med Surg* . 2006 Nov;10(6):259-68.
PMID/UI: PMID: 17241595
Keywords: Age Distribution; Aged; Boston; diagnosis; education; Female; Health Education; Humans; Male; Mass Screening; Melanoma; Men; Men's Health; methods; Middle Aged; mortality; Motivation; Patient Compliance; Patient Education as Topic; prevention & control; Risk; Risk Factors; Sex Distribution; Skin Neoplasms; Socioeconomic Factors; Women's Health
Abstract: BACKGROUND: From 1973 through 2002, melanoma mortality rates have risen steeply in middle-aged and older men. Men's higher mortality rate from melanoma is hardly an isolated example of the ways in which men's health lags behind women's health. Given the significantly higher melanoma mortality rates of men compared with women, there is now a need for a melanoma education program targeted to middle-aged and older men and their closest contacts, including spouses,

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significant others, and health care professionals. OBJECTIVES: In this article, we discuss the theoretical and practical foundations for such a program. Then, taking into account factors such as socioeconomic status, health literacy, and residence, we present suggestions for creating such a campaign. CONCLUSIONS: Planners for a new educational campaign must understand the target audience's motivations for and perceived barriers to behavioral change. Future studies should examine what motivates certain men to conduct skin self-examinations, ask their physicians about melanoma, and attend melanoma screenings, whereas other men with similar risk factors are less prevention conscious. Issues of health literacy and understandability of our messages must be further explored.

22. Plowden KO, John W, Vasquez E, Kimani J. Reaching African American men: a qualitative analysis. *J Community Health Nurs* . 2006;23(3):147-58.
PMID/UI: PMID: 16863400
Keywords: African Americans; Anthropology,Cultural; Attitude to Health; Community Health Nursing; Community-Institutional Relations; complications; education; Empathy; ethnology; Health Behavior; Health Knowledge,Attitudes,Practice; Humans; Male; Men; methods; Models,Nursing; Motivation; Needs Assessment; New England; Nursing Methodology Research; organization & administration; Primary Prevention; psychology; Qualitative Research; Questionnaires; Safety; Transcultural Nursing; Trust
Abstract: African American men are disproportionately affected by most illnesses and associated complications. These men are also less likely to participate in primary and secondary prevention interventions. Little is known about reaching them. The purpose of this study(1) was to explore factors associated with effectively reaching African American men. Ethnographic methods were used. Key and general informants from an urban Northeastern community were recruited for this study. The data revealed 3 major themes as essential to reaching African American men: a trusted and respected community member providing the outreach, a perceived safe and caring environment during outreach, and a perceived benefit from participating in the outreach. The findings from this study provided a foundation for designing community interventions that will increase participation among African American men. Future research efforts should focus on operationalizing these findings in the community.
23. Dolan A, Staples V, Summer S, Hundt GL. 'You ain't going to say...I've got a problem down there': workplace-based prostate health promotion with men. *Health Educ Res* . 2005 Dec;20(6):730-8.
PMID/UI: PMID: 15878937

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Keywords: Adult; Attitude; Focus Groups; Great Britain; Health Promotion; Humans; Male; Men; Men's Health; methods; Middle Aged; Prevalence; Prostate; Questionnaires; Workplace

Abstract: Prostate health has emerged as a key health issue for men. Nearly 10,000 men die from prostate cancer each year and many more live with non-cancerous, but debilitating, prostate conditions. Despite the widespread prevalence, evidence suggests that men lack knowledge about male cancers and conditions, and are more likely to ignore signs and delay seeking help. Health promotion with men in the workplace is, therefore, increasingly being advocated as an important way of providing men with health information and encouraging them to see a health professional where appropriate. However, there has not been a developed account of men's views on health promotion within the workplace. This paper presents the findings of a small-scale qualitative study that explored men's perceptions and experiences of three different workplace-based health promotion interventions to improve prostate health awareness and their attitudes towards the workplace as an appropriate setting for promoting men's health. This paper shows that men generally welcomed a workplace-based health promotion campaign targeted specifically at them. However, the masculine 'culture' of the workplace, where concerns about health were likely to be met with ridicule rather than concern, was one important factor in understanding these men's views of different health promotion interventions.

24. Blank S, Gallagher K, Washburn K, Rogers M. Reaching out to boys at bars: utilizing community partnerships to employ a wellness strategy for syphilis control among men who have sex with men in New York City. *Sex Transm Dis* . 2005 Oct;32(10 Suppl):S65-S72.
PMID/UI: PMID: 16205296

Keywords: Adult; Community-Institutional Relations; diagnosis; drug therapy; education; Female; Health Promotion; Health Services; Health Services Accessibility; Homosexuality, Male; Humans; Male; Men; Mental Health; New York City; prevention & control; Program Development; Sexually Transmitted Diseases; Syphilis; utilization

Abstract: OBJECTIVE: To explore the impact of a holistic approach for syphilis control to improve the sexual health and well-being of men who have sex with men (MSM). GOAL: The New York City Department of Health & Mental Hygiene (NYC DOHMH) developed Hot Shot! to address a variety of general MSM health issues, including syphilis, gonorrhea, chlamydia, and human immunodeficiency virus (HIV)/acquired immunodeficiency virus. RESULTS: Between November 2003 and June 2004, 9 Hot Shot! events were held throughout NYC. Services

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delivered at events included STD/HIV screening; relevant adult vaccinations, cardiovascular health screenings; and mental health, tobacco, and other drug use assistance. Of 1634 attendees, 445 persons accessed > or =1 service; 4 persons were newly diagnosed with syphilis and 7 with HIV. CONCLUSIONS: The Hot Shot! approach to syphilis control can facilitate STD education, screening, and treatment of MSM while addressing comprehensive health issues. Future integrated health service delivery programs may be more successful by using stable venues for events to ensure continuity of care for MSM.

25. Messages for men at each stage of life. Harv Mens Health Watch . 2005 Jun;9(11):1-3.
PMID/UI: PMID: 16138401
Keywords: Adaptation, Psychological; Aging; Emotions; Exercise; Human Development; Humans; Life Change Events; Male; Men; Mental Health; Obesity; Patient Acceptance of Health Care; prevention & control; psychology; Risk-Taking; Social Support

26. Armitage C, Curran B, Wright S, Lenahan K, Kell P. Are we getting the message across? Trends among young men attending an inner city young people's clinic. Sex Transm Infect . 2004 Dec;80(6):477-9.
PMID/UI: PMID: 15572618
Keywords: Adolescent; Adolescent Health Services; Adult; Ambulatory Care; Female; Health Education; Humans; London; Male; Medical Audit; Men; methods; Patient Acceptance of Health Care; prevention & control; Retrospective Studies; Sexually Transmitted Diseases; statistics & numerical data; trends; Urban Health Services; utilization; Venereology
Abstract: BACKGROUND: A young people's clinic has been running at the Archway Sexual Health Clinic since 1997. This offers a weekly walk-in service to both young men and women under 20 years old. OBJECTIVES: To review the audit data of over 7 years' experience from the dedicated young people's clinic at the Archway Sexual Health Clinic, the "Arch." METHODS: These data were collected by retrospective notes review of a consecutive series of all male attendees over a 7 year period from 1997 to the end of 2003 with collection of data in Microsoft Excel database. RESULTS: These figures show an overall increase in attendee numbers, but also a relative rise in the numbers of young men using the service. A high number of bacterial sexually transmitted infections were detected. In 2001 and 2003 respectively, 14.5% and 17.8% of the young men using the service were diagnosed with Chlamydia trachomatis. A user survey aimed to identify factors that may be encouraging the young men to access the service.

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CONCLUSIONS: Responding to the views of young men using the service has played a part in service development. Initiatives at the "Arch" such as the condom policy and choice of gender of staff may be factors encouraging increasing attendances. Continuing to work with other agencies to develop ways to engage young men are recommended. Word of mouth recommendation cannot be underestimated in publicising the service.

27. Bolding G, Davis M, Sherr L, Hart G, Elford J. Use of gay Internet sites and views about online health promotion among men who have sex with men. *AIDS Care* . 2004 Nov;16(8):993-1001.

PMID/UI: PMID: 15511731

Keywords: Adult; Age Distribution; Attitude; Attitude to Computers; Attitude to Health; Bisexuality; Great Britain; Health Promotion; HIV Infections; Homosexuality, Male; Humans; Internet; London; Male; Men; methods; Multivariate Analysis; Personal Satisfaction; prevention & control; Professional-Patient Relations; psychology; Sexual Partners; statistics & numerical data; Unsafe Sex; utilization

Abstract: In May-June 2002, 4,974 men who have sex with men (MSM), average age 31 years, completed a self-administered questionnaire online accessed through two popular gay Internet sites in the UK (gaydar and gay.com UK). Most men were white (95%), employed (83%), lived in the UK (91%) and self-identified as gay (85%). Nearly half (46%) had not been tested for HIV, while 6% said they were HIV-positive. One-third (31%) reported high-risk sexual behaviour in the previous three months, i.e. unprotected anal intercourse with a partner of unknown or discordant HIV status. Nearly all the men (82%) had looked for a sexual partner on the Internet and three-quarters had been doing so for more than a year. Almost half the men (47%) said they preferred to meet men through the Internet rather than in bars or other 'offline' venues. Although nearly 40% of men said the most important reason for using these Internet sites was to find sexual partners, a further 17% said they primarily used them to have contact with other men, 16% because they were bored, 12% for entertainment, 4% because they were lonely and 3% because they were addicted to it. The majority of men in this survey had favourable attitudes towards online health promotion. Most men thought that Internet sites should allow health workers into chat-rooms (75%); would click on a banner to find out about sexual health (78%); and said if they met a health worker in a chat-room they would find out what they had to say (84%). In multivariate analysis, being HIV-positive, older age and high-risk sexual behaviour were all independently associated with an increased frequency of using the Internet to look for sex ($p < 0.05$). The Internet has emerged as an important meeting place for men who have sex with men. As online

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HIV prevention initiatives are developed it will be important to monitor the extent to which the favourable attitudes seen here are reflected in preventive behaviours.

28. Rhodes SD. Hookups or health promotion? An exploratory study of a chat room-based HIV prevention intervention for men who have sex with men. *AIDS Educ Prev* . 2004 Aug;16(4):315-27.
PMID/UI: PMID: 15342334
Keywords: Adult; Condoms; Health Education; Health Promotion; HIV Infections; Homosexuality, Male; Humans; Internet; Male; Men; methods; prevention & control; Risk; Risk-Taking; Social Support; utilization
Abstract: This study sought to explore an online intervention that was initiated by an AIDS service organization to reduce sexual risk within a geographically-oriented chat room frequented by men who have sex with men (MSM). Analyses of bio lines, user profiles, and chat room discussions were used to understand and characterize the online prevention intervention. Six predominate discussion topics were identified, including (a) sexual risk reduction strategies (e.g., safer "barebacking"), (b) HIV testing options, (c) local alternatives for nonsexual social support, (d) referrals for youth, (e) resources related to "coming out," and (f) access to risk reduction materials and supplies. The perceived anonymity promoted by the Internet and the health educator's established relationship with the men in the chat room contributed to the success of this intervention. This analysis suggests that an online HIV/AIDS prevention intervention may reach MSM inaccessible in traditional venues typically used for intervention delivery.
29. Seal DW, Ehrhardt AA. HIV-prevention-related sexual health promotion for heterosexual men in the United States: pitfalls and recommendations. *Arch Sex Behav* . 2004 Jun;33(3):211-22.
PMID/UI: PMID: 15129040
Keywords: Coitus; Condoms; Disease Transmission, Infectious; epidemiology; Female; Health Promotion; Heterosexuality; HIV Infections; Humans; Male; Men; prevention & control; psychology; Risk; Risk Factors; Sex Distribution; Sex Education; Sex Factors; Sexual Behavior; Sexual Partners; standards; statistics & numerical data; transmission; United States; utilization; Women's Health
Abstract: Although the male condom remains the most commonly used method of HIV prevention, sexual health promotion interventions directed toward heterosexuals in the United States have focused primarily on women. In this paper, we discuss limitations of the utility of various HIV-prevention-related sexual health promotion messages as they pertain to the sexual behavior of heterosexual men. We also present several key considerations for the development of sexuality-based HIV

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health promotion directed toward this population, including the importance of developing HIV risk reduction messages that are responsive to (1) their predominant sexual and safer sex behavioral patterns; (2) the societal gender roles, norms, and scripts that guide heterosexual interactions; and (3) developmental and cultural influences on sexual behavior. We conclude with recommendations for future research.

30. Flowers P, Hart GJ, Williamson LM, Frankis JS, Der GJ. Does bar-based, peer-led sexual health promotion have a community-level effect amongst gay men in Scotland? *Int J STD AIDS* . 2002 Feb;13(2):102-8.
PMID/UI: PMID: 11839164
Keywords: Adolescent; Adult; Alcohol Drinking; Ambulatory Care; Community Health Services; education; Health Promotion; HIV Infections; Homosexuality, Male; Hotlines; Humans; Male; Men; Peer Group; prevention & control; Program Evaluation; Questionnaires; Risk; Safety; Scotland; Sex Education
Abstract: This paper evaluates the effectiveness of a bar-based, peer-led community-level intervention to promote sexual health amongst gay men. The intervention consisted of peer education within bars, gay specific genitourinary medicine (GUM) services and a free-phone hotline. Data were collected at baseline (1996) and at follow-up (1999) in gay bars in Glasgow (intervention city) and Edinburgh (control city). During the intervention peer educators interacted with 1484 men and new clients increased at the gay specific GUM service. However, the hotline was under-utilized and abused. The outcome measures were: reported hepatitis B vaccination; HIV testing; unprotected anal intercourse (UAI) with casual partners; negotiated safety; and amongst men reporting UAI with a regular partner, the proportion who knew their own and their partner's HIV status. Significant differences in sexual health behaviours were observed across locations and across time, but the only significant intervention effects were amongst men who had direct contact with the intervention, with higher uptake of hepatitis B vaccination and HIV testing. The intervention did not produce community-wide changes in sexual health behaviours. These results question the replication and transferability of peer-led, community-level sexual health promotion for gay men outwith the USA and across time.
31. Reback CJ, Grant DL, Fletcher JB, Branson CM, Shoptaw S, Bowers JR, et al. Text Messaging Reduces HIV Risk Behaviors Among Methamphetamine-Using Men Who Have Sex with Men. *AIDS Behav* . 2012 Oct;16(7):1993-2002.
PMID/UI: PMID: 22610370
Keywords: education; Health Education; Men; Risk; Sexual Behavior; Social

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Support

Abstract: Text-messaging interventions present a novel approach for targeting high-risk men who have sex with men (MSM) who may not respond to or may be difficult to reach for face-to-face or site-based interventions. Project Tech Support (N = 52) was an open label pilot study testing the feasibility and utility of a text-messaging intervention to reduce methamphetamine use and high-risk sexual behaviors among out-of-treatment MSM. Participants in the two-week intervention received social support and health education text messages transmitted in real-time. At follow-up, there were significant decreases in frequency of methamphetamine use and unprotected sex while on methamphetamine (both $p < 0.01$), and a significant increase in self-reported abstinence from methamphetamine use (13.3 % vs. 48.9 %; $p < 0.001$). Additionally, participants reported reductions of unprotected anal intercourse with HIV-positive partners ($p < 0.01$); with HIV-negative partners, participants reported fewer insertive and receptive episodes (both $p < 0.05$). Findings demonstrate that text messaging is a promising intervention for reaching and potentially changing HIV high-risk behaviors among out-of-treatment, methamphetamine-using MSM.

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Database Search Results – 137 items

Notes

The following citations/abstracts are the results of additional database searches and do not include any further PubMed citations (over and above what I already sent).

Comments:

1. As we discussed, I did not return to PubMed for further searching and moved on to other databases (PsycINFO and others outside the “medical/health” sphere).
2. The remaining database searches identified an additional 137 citation/abstracts, using similar strategy to that for PubMed, but expanded and revised to include subject headings specific to each individual database.
3. Search terms for preliminary search (truncation used to get at various forms):
messag* OR reach* or “health promotion” / men OR man OR male OR boy OR boys. I also included “health promotion,” “health education,” “communication,” “marketing” and other similar concepts at this stage.
4. I included terms for the concepts of evidence, program evaluation, etc., to focus the search.
5. Limits placed on the search were: English or French; 2002-2012 (last *full* 10 years); countries of interest (Canada, US, UK, Australia) where results were large.
6. Again, there wasn't much at all discussing this topic in quite the way you want. I think one of the results of this research will be that “more research needs to be done.” An opportunity for MHIBC, perhaps.
7. I found only a couple of items on Canada specifically.
8. As with the PubMed search, I selected items *potentially* in scope / on target from many items retrieved. I'll send a chart with exact numbers retrieved from the database searches, and the number of items selected on the basis of titles, subject headings, and abstracts as available.
9. Again, many of the items deal with sexual health, HIV/AIDS, and STDs.
10. Again, some of the items are on targeting specific groups (e.g., gay men, MSM, African American, etc.)
11. A few of the studies include both men and women. I've included any that look at differences in approaches to targeting the two groups, or differences in how they respond to marketing/advertising/targeting.

If you could return this with an indication of which of these (if any) look to be on target for your purposes. Highlighting the first line (with the record number) would be fine.

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PsycINFO – 60 items

1. Campbell BB. A novel approach to educating men about preventative health in the digital age. *Journal of Men's Health S2- Journal of Men's Health & Gender* . 2012 Mar;9(1):45-50.
PMID/UI: PsycINFO: 2012-03991-009
Keywords: Communication; education; Health Education; Internet; Men; methods
Abstract: Background: In the modern era, many men spend inadequate time focusing upon healthy living. However, men are increasingly "connected" by email and mobile Internet devices, which are now commonplace at most socio-economic levels. We hypothesized that reaching men electronically, with 90 second video clips on men's preventative health topics might provide effective health education. Methods: Six health topics felt to be of broad interest to men were selected for video preparation. Literature reviews led to the preparation of 90 second video clips, termed Men's Health PITCHes. These were sent electronically to a cohort of men and women who had previously consented to receive electronic health-related information from our hospital. PITCHes were also made available through the Facebook and Twitter social networks, and our hospital website. Data regarding the email open rates, the average viewing time, and total viewing time for each video were collected for up to 1 year after the delivery of the first PITCH. Results: The average email open rate for the six videos was 30.74%, which compared favorably to standard healthcare industry open rates. Less than 1%of recipients of each PITCH requested removal from the email list. There was a total of 2,951 viewing sessions comprising a total viewing time of over 85 hours. Conclusion: Short men's health educational video clips may be an effective way of reaching men with important health information. Capitalizing upon digital communication permits rapid dissemination of useful men's health information, reaches a large numbers of viewers, and may impact men's health-related behaviors. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
2. Cowan JA. RHEALTH: Evaluation of a pilot intervention to promote healthy eating and reduce excess weight gain among men in residential treatment facilities. *Dissertation Abstracts International: Section B: The Sciences and Engineering S2- Dissertation Abstracts International* . 2011;71(11-B):6699.
PMID/UI: PsycINFO: 2011-99100-342
Keywords: Aged; Body Mass Index; education; Men; Multivariate Analysis; Risk; Vegetables
Abstract: Unhealthy eating patterns and weight gain have been reported in people recovering from substance addiction. People in recovery are at an increased risk for diet-related chronic diseases, and environments in drug treatment facilities may be

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unsupportive of healthy food choice behaviors. Recovery Healthy Eating and Active Learning in Treatment Houses (RHEALTH), a theory-based pilot nutrition intervention was designed to promote healthy eating and reduce excess weight gain among men in residential treatment programs through both food and nutrition education classes and changes in the food environment in the treatment facilities via the promotion of healthy food-related policies. This dissertation reports the outcome and process evaluation of the implementation of RHEALTH in six residential treatment facilities for men in recovery from drug addiction. The study participants were 124 men (103 men enrolled before the control and 21 men enrolled after the control period ended), aged 18 years and older in recovery from substance addiction, and who were assessed at three different times: at baseline, at pre-intervention following a six week control period, and at post-intervention. The main intervention outcomes were dietary intake, diet-related psychosocial factors, measured height and weight from which body mass index was derived, and waist circumference. Independent variables included demographic characteristics, self-reported addiction history and physical activity. A structured process evaluation assessed the impact of program participation, dose, fidelity and intervention implementation levels on study outcomes. At baseline study participants reported poor dietary intakes; average intakes exceeded recommendations for total energy, fats and sweets but were inadequate in daily servings of fruits and vegetables. Seventy-three percent of the men were either overweight or obese, and 36% had a waist circumference that put them at risk for chronic disease. Multivariate analysis at baseline also revealed that better dietary quality was associated with longer time spent in the treatment program, higher self-efficacy for healthy eating among younger participants, readiness for diet change in the next 30 days, and satisfaction with diet and weight. Lower body mass index and waist circumference were associated with younger age, higher educational levels, and with higher self-efficacy among men who were satisfied with their diet and weight. The outcome analysis included 55 men who had completed two or more assessments (43 who completed all three assessments and 12 who completed only the baseline and post-intervention). Mixed model regression analysis was used to assess the impact of the RHEALTH intervention on dietary intake, diet-related psychosocial factors, and body composition measures. In multivariate analyses, the intervention period was associated with significantly greater intake of fruits and vegetables, lower intakes of calories from sweets and desserts, and greater improvement in food-related psychosocial factors compared to the control period. Reduction in waist circumference was also associated with the intervention period. The process evaluation revealed that better study outcomes were associated with both greater participation in food and nutrition classes and a higher level of implementation of

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healthy changes in the food environment. Challenges to implementation included staff and resident turnover and staff commitment. The findings of this pilot intervention provide evidence supporting the need for and the potential for efficacy of large-scale randomized dietary intervention trials aimed at increasing healthy food choice behaviors and healthy food environments in drug treatment facilities. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

3. Crawshaw P, Newlove C. Men's understandings of social marketing and health: Neo-liberalism and health governance. *International Journal of Men's Health* . 2011 Jul;10(2):136-52.

PMID/UI: PsycINFO: 2011-21872-002

Keywords: Male; Men; methods; Social Marketing

Abstract: Social marketing for health has become a core component of UK government strategies to improving wellbeing and tackle inequalities amongst diverse populations, including men. Social marketing strategies adopt the methods of commercial marketing to promote social good through encouraging behavioural change in individuals. These methods have been employed with men in the UK as part of a wider movement to improve male health. Drawing on original empirical data collected with 50 unemployed men in the UK, this paper and considers men's responses to social marketing strategies and their own understandings of health, its determinants and personal responsibility. Data presented illuminates men's critical stance towards social marketing for health and its imperatives for behavioural change in the face of wider societal determinants of wellbeing which shape both their health behaviours and experiences. Critical discussions of the use of such strategies as part of neo-liberal models of health governance are offered. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

4. Crosby RA, DiClemente RJ, Salazar LF, Nash R, Younge S. Gardasil for guys: Correlates of intent to be vaccinated. *Journal of Men's Health S2- Journal of Men's Health & Gender* . 2011 May;8(2):119-25.

PMID/UI: PsycINFO: 2011-11546-007

Keywords: Aged; Attitude; Male; Men; methods; United States

Abstract: Background: The lack of post Food and Drug Administration (FDA)-approval acceptance studies among males aged 18–26 years is problematic relative to the design of human papillomavirus (HPV) vaccine promotion programs designed to target males. Accordingly this study identified correlates of intention to receive the HPV vaccine among young men. Methods: Young men (n=150) were recruited from two university campuses in the southern United States. Men completed an audio computer-assisted self administered interview assessing their

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beliefs, attitudes, and intent to receive the vaccine, newly approved for males. Bivariate associations between various measures and men's intent to be vaccinated in the next 12 months were assessed using t-tests. Measures achieving bivariate significance were entered into a regression model. Results: In the regression model, those reporting oral–genital sex were more likely to have positive intent ($\beta=0.32$, $t=4.20$, $P=0.0001$). Those classified as having a relatively higher perceived susceptibility to HPV were more likely to have positive intent ($\beta=0.19$, $t=2.53$, $P=0.013$). Finally, intent was associated with agreement/disagreement to the statement that “the HPV vaccine is so new that I should wait awhile before deciding about getting vaccinated” ($\beta=0.19$, $t=2.49$, $P=0.014$). Those not agreeing were more likely to have positive intent. Conclusion: Young men who have had oral–genital sex and those with greater perceptions of susceptibility to HPV may have greater intent to receive the HPV vaccine. A barrier reducing their intention for vaccination may be the relatively new introduction of this vaccine to the male population. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

- 5** Morgan PJ, Collins CE, Plotnikoff RC, Cook AT, Berthon B, Mitchell S, et al. Efficacy of a workplace-based weight loss program for overweight male shift workers: The Workplace POWER (Preventing Obesity Without Eating like a Rabbit) randomized controlled trial. *Preventive Medicine: An International Journal Devoted to Practice and Theory S2- Preventative Medicine: An International Journal Devoted to Practice & Theory* . 2011 May 1;52(5):317-25. PMID/UI: PsycINFO: 2011-08133-007
Keywords: Aged; Male; Men; Obesity; Weight Loss; Workplace
Abstract: Objective: To evaluate the feasibility and efficacy of a workplace-based weight loss program (Workplace POWER-WP) for male shift workers. Method: A prospective, two-armed randomized controlled trial of 110 overweight/obese (BMI 25–40) (mean [SD] age = 44.4 [8.6] years; BMI = 30.5 [3.6]) male employees at Tomago Aluminium aged 18–65. In October (2009) men were randomized to either (i) WP program (n = 65) or (ii) a 14-week wait-list control group (n = 45). The 3-month program involved one information session, program booklets, group-based financial incentives and an online component. Men were assessed at baseline and at 14-week follow-up for weight (primary outcome), waist circumference, BMI, blood pressure, resting heart rate, self-reported physical activity and dietary variables, and physical activity and dietary cognitions. Results: Intention-to-treat analysis using linear mixed models revealed significant between group differences for weight loss after 14 weeks ($P < .001$, Cohen's $d = 0.34$). Significant intervention effects were also found for waist circumference ($P < .001$, $d = 0.63$), BMI ($P < .001$, $d = 0.41$), systolic blood pressure ($P = .02$, $d = 0.48$), resting heart rate ($P < .001$, $d = 0.81$),

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physical activity ($P = .03$, $d = 0.77$), sweetened beverages ($P < .02$, $d = 0.5-0.6$) and physical activity-related cognitions ($P < .02$, $d = 0.6$). Conclusion: The WP program was feasible and efficacious and resulted in significant weight loss and improved health-related outcomes and behaviours in overweight male shift workers. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

6. Pringle A, Zwolinsky S, Smith A, Robertson S, McKenna J, White A. The pre-adoption demographic and health profiles of men participating in a programme of men's health delivered in English Premier League football clubs. *Public Health* . 2011 Jul;125(7):411-6.
PMID/UI: PsycINFO: 2011-16161-005
Keywords: Aged; Health Promotion; Men; Men's Health; methods; Risk; Risk Factors; Vegetables
Abstract: Objectives: To investigate the pre-adoption demographic and health profiles of men participating in a programme of men's health delivered in English Premier League (EPL) football clubs. Study design: A series of match day and programmed health promotion interventions held in EPL clubs ($n = 16$), including awareness-raising activity days for supporters, weekly healthy lifestyle classes, and outreach activities targeted in local communities. Interventions were delivered at football stadia, club training venues and community facilities. Interventions were run by health trainers who received specific training in men's health and behavioural change activities. Methods: Participants completed self-report measures for demographics and lifestyle behaviours, including physical activity, consumption of fruit and vegetables, smoking, height, weight, consumption of alcohol and perception of health. Measurement occurred before the interventions. Data were independently analysed and used to assess adoption of the interventions and pre-intervention health profiles of participants. Results: Nine hundred and forty-six men adopted the interventions, but the mode of engagement led to variations in the sample size. Demographics showed that 89% ($n = 783/875$) were aged 18–44 years and 78% ($n = 685/878$) were White British. In a subsample, the percentages of men failing to meet health guidelines were as follows: physical activity, 79% ($n = 351/440$); consumption of fruit and vegetables, 82% ($n = 315/380$); smoking, 28% ($n = 103/373$); high body weight, 67% ($n = 245/358$); and high alcohol consumption, 40% ($n = 112/279$). Sixty-nine percent of men ($n = 242/348$) considered that they had no health problems, but 67% ($n = 208/310$) presented with three or more risk factors for coronary heart disease. Over 40% ($n = 125/307$) reported never going to see their general practitioner. Conclusion: A national programme of men's health promotion interventions delivered in EPL football clubs was effective in reaching target audiences. Interventions were predominantly

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adopted by men not meeting health guidelines. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

7. Rosenberger JG, Reece M, Novak DS, Mayer KH. The Internet as a valuable tool for promoting a new framework for sexual health among gay men and other men who have sex with men. *AIDS and Behavior* . 2011 Apr;15(Suppl 1):S88-S90. PMID/UI: PsycINFO: 2011-06540-012
Keywords: Germany; Health Promotion; Internet; Men
Abstract: The phrase "sexual health" has been increasingly utilized over the past decade to characterize efforts to promote the overall sexual well being of a range of communities, and some have offered conceptualizations of this construct. However, to date most public health interventions for men who have sex with men (MSM) have retained a focus primarily on HIV prevention without taking into account the many other aspects of MSM sexuality and sexual health. A sexual health framework that promotes the overall well-being of MSM while also reducing HIV incidence should include three fundamental elements. The first element involves using an assets-based approach to research and programs that focus on resilience in the individual and the community. The second element of a sexual health framework requires that any discussion of sexual health should address the full range of factors related to the sexual experience. Lastly, the third element of a sexual health framework demands that we acknowledge and embrace sexual expression and diversity among MSM in a way that continues to reduce the social stigma often experienced by MSM as a result of their sexual orientations, desires, and behaviors. Future research initiatives and promotion programs that use a sexual health framework will need to reach MSM in contexts that provide opportunities to implement the three elements discussed above. Any contemporary sexual health promotion program, however, will also need to consider the evolving virtual spaces through which many MSM participate in both social and sexual activities. The growing number of MSM who access virtual "communities" via websites, chatrooms, and mobile phone applications, among others, provides a key opportunity for public health to rapidly engage MSM and to deliver widespread health initiatives that incorporate a sexual health approach. (PsycINFO Database Record (c) 2012 APA, all rights reserved).
8. Drake BF, Shelton RC, Gilligan T, Allen JD. A church-based intervention to promote informed decision making for prostate cancer screening among African American men. *Journal of the National Medical Association* . 2010 Mar;102(3):164-71. PMID/UI: PsycINFO: 2010-06426-001

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Keywords: Decision Making; Feasibility Studies; Men; Prostate

Abstract: Objectives: This feasibility study developed and pilot tested an intervention to: (1) increase knowledge about prostate cancer screening; and (2) promote self-efficacy to participate in the informed decision-making process.

Setting: African American men are a priority audience for prostate cancer screening interventions to promote informed decision making, and faith-based settings have been shown to be an effective venue to reach this population. Therefore we used predominantly African American churches to develop and test our Intervention.

Participants: Participants (N = 73) were recruited, and the Intervention was administered by an African American health educator. Intervention: We developed and pretested a prostate cancer screening informed decision-making Intervention based on the Ottawa Decision Support Framework and the health belief model. The intervention included a tool called the "road map," which depicts the potential consequences of a decision to undergo or forgo screening. A quasi-experimental design was used to test the Intervention. Main Outcome Measures: The main outcome measures were change in knowledge and self-efficacy post intervention.

Results: Prostate cancer knowledge ($p < .0001$) and self-efficacy ($p = .025$) significantly increased. Conclusions: A church-based intervention delivered by an African American health educator is a promising strategy for promoting informed decision making among African American men. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

9. Fildes D, Cass Y, Wallner F, Owen A. Shedding light on men: The Building Healthy Men Project. *Journal of Men's Health & Gender*. 2010 Oct;7(3):233-40.

PMID/UI: PsycINFO: 2010-21843-006

Keywords: Health Promotion; Men; methods; Social Support

Abstract: Background: Men's Sheds are community-based places where men can enjoy each other's company and where self-worth can be promoted through the development of artistic or manual skills. The Shed helps men to strengthen and maintain social links and continue to feel they are useful members of the community once they have retired from the workforce. Methods: The Building Healthy Men Project (BHMP) used the Men's Shed model to provide a group of retired and/or unemployed men from culturally and linguistically diverse (CALD) backgrounds with opportunities to develop new skills, reduce their social isolation and increase their self-esteem and sense of purpose in an area of relative social disadvantage. This paper aims to contribute evidence on the types of outcomes for men's health and well-being that can be achieved and measured through their participation in a Men's Shed. Evaluation: The evaluation used a Participatory

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Action Research (PAR) process including a variety of data collection tools to examine the project processes and outcomes. Results: The evaluation showed that as a result of their involvement in the project the men increased their sense of purpose, self worth and self confidence. They also broadened their social networks and increased their skill levels. Conclusions: The BHMP evaluation highlighted lessons on the implementation and effects of an all-male social support network and the domains of outcome measurement that would be useful in health promotion programs targeting men from culturally diverse backgrounds in a socially disadvantaged area. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

10. Reichert M, Hawley R. Reaching boys, teaching boys: Strategies that work—and why. San Francisco, CA,US: Jossey-Bass; 2010.
Keywords: Male
Abstract: (from the cover) Challenging the widely held cultural impression that boys are stubbornly resistant to schooling, Reaching Boys, Teaching Boys features more than 100 detailed examples of classroom activities—along with real-world teaching techniques—that have proven effective with male students. Based on a wide-ranging, worldwide study of more than 1,500 boys and 1,000 teachers, Reichert and Hawley reveal what boys need in order to want to succeed in school and offer tips for forging successful relationships with boys. Woven throughout the book is moving testimony from both boys and teachers that validates the effectiveness of these lessons. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (cover)
11. Robinson M, Robertson S. Young men's health promotion and new information communication technologies: Illuminating the issues and research agendas. Health Promotion International . 2010 Sep;25(3):363-70.
PMID/UI: PsycINFO: 2010-18009-009
Keywords: Communication; Health Promotion; Health Services; Internet; Men; Men's Health; Risk; Social Marketing
Abstract: The article examines the use of newer, interactive information and communication technologies (ICTs) in young men's health promotion (HP), drawing on gender theory, HP research and evidence on young men's Internet usage. The focus is on highlighting an agenda for research in terms of emerging issues. New forms of social media ICT (for example 'web 2'-based on-line social networking sites, micro-blogging services, i-phones and podcasts) have the potential to enable young men to engage with health information in new and interesting ways. Given concerns about young men's engagement with health

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services, innovative ICT formats, particularly using the Internet, have been tried. However, issues persist around surfing 'addiction', quality control and equal access. Approaches to HP using new ICTs offer distributed control over information content and quality and a lay social context for accessing information. Online communities can potentially legitimize young men's participation in discourses around health, and support sustained engagement. The article discusses how this could support young men to re-conceptualize healthy choices in the context of masculine imperatives and responsible citizenship if specific conditions are met (for trusting engagement) and risks addressed (such as commercial disinformation). The skill requirements for young men to engage effectively with new ICTs are explored, focusing on health literacy (HL). It is predicted that social marketing approaches to HP for young men will increasingly include new ICTs, making specific requirements for HL. These approaches may appeal narrowly to hegemonic masculinities or broadly to multiple masculinities, including those historically marginalized. Recommendations are made for future research. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

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Keywords: Health Policy; Men; Men's Health; Social Marketing
Abstract: This article introduces a critical view of some social marketing approaches in men's health policy and practice. The key concepts of social marketing are introduced, and the application of marketing approaches to men's health reviewed with specific examples. From a men's health perspective, we suggest social marketing becomes problematic if it uses homogenised images of hegemonic masculinity consistently as a promotional tactic to influence individual men's behaviour, in place of rigorous social marketing planning procedures, critically informed by current men's health research. The article concludes with a call to develop a critical social marketing practice more consistent with current men's health research, and more closely aligned with current models of health literacy, and for further research on sophisticated SM strategies promoting alternative models of masculinity. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
13. Ross L, Ashford AD, Bleechington SJ, Dark T, Erwin DO. Applicability of a video intervention to increase informed decision making for prostate-specific antigen testing. *Journal of the National Medical Association* . 2010 Mar;102(3):228-36. PMID/UI: PsycINFO: 2010-06426-006

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Keywords: Adult; Decision Making; Florida; Men; methods; Prostate
Abstract: Purpose: To evaluate the applicability of an evidence-based video intervention to promote informed decision making for prostate cancer screening among African American men with different levels of health literacy. Methods: Forty nine African American men participated in interviewer-administered, pretest and posttest interviews between January and March 2008. Health literacy status was assessed with the Test of Functional Health Literacy in Adults. Repeated measures analysis of covariance (ANCOVA), McNemar or binomial distributions were computed to assess pretest and posttest differences in knowledge. Descriptive statistics were produced to describe participants' perceptions of the information presented in the video. Results: Results indicated that men with functional health literacy had higher mean levels of prostate cancer screening knowledge at baseline than men with inadequate health literacy. The between-group ($F_{[2,44]} = 4.84$; $p = .013$) and within-group ($F_{[1,44]} = 5.16$; $p = .028$) test results from repeated-measures ANCOVA indicated that preexisting group differences in prostate cancer knowledge had lessened after intervention exposure. Nearly all men rated the information presented in the video as credible (98%), trustworthy (96%), interesting (100%), understandable (94%), and complete (96%). Conclusions: Results from this exploratory study suggest that the video intervention is suitable for use with African American men with different health literacy characteristics in 2 counties in the greater Florida panhandle region. More research is recommended to evaluate the impact of the intervention on men's intentions to undergo screening and actual screening behavior. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

14. Sánchez JP, Kaltwasser S, McClellan M, Burton WB, Blank A, Calderon Y. Educational video tool to increase syphilis knowledge among Black and Hispanic male patients. *Journal of Health Care for the Poor and Underserved* . 2010 Feb;21(1):371-85.
PMID/UI: PsycINFO: 2010-03486-013
Keywords: Male; Men; methods; Risk; Sexual Behavior; Syphilis
Abstract: Study objective: To determine the effectiveness of an educational video entitled Syphilis and Men to increase syphilis knowledge among at-risk Black and Hispanic male patients. Methods: In this randomized controlled trial, participants were randomly assigned to one of four groups and completed a pre-test survey, viewed the video (intervention group) and/or completed a post-test knowledge survey. Our analysis assessed whether the intervention group in comparison to the control group had an increase in syphilis knowledge, regardless of self-reported socio-demographic and sexual behavior characteristics associated with increased

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risk for syphilis infection. Results: Two hundred and six (206) males were studied. The intervention group participants scored on average 24.8 percentage points higher than the control group participants ($p < .001$) on the post-test survey after viewing the video. This difference was present regardless of certain self-reported socio-demographic and sexual behavior characteristics associated with increased risk for syphilis infection. Conclusion: The Syphilis and Men video is a five-minute, low-cost tool that increased syphilis knowledge among Black and Hispanic male patients and could have similar effects in other settings. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

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PMID/UI: PsycINFO: 2010-18140-047

Keywords: Attitude; Female; Male

Abstract: Informativeness and entertainment are regarded as two types of advertising value that can influence consumers' attitudes toward Web advertising. Despite many studies on these two factors, there are two research gaps in extant literature. First, the effects of informativeness and entertainment on attitude are considered separately, yet their interaction effect is neglected. Second, the role of individual characteristics (e.g., gender) in the advertising evaluation process is far from clear. To address these two issues, a laboratory experiment was conducted to investigate the interaction effect between informativeness and entertainment, and also the moderating role of gender. The results indicate that informativeness can help form a more positive attitude for males than for females, and entertainment can lead to a more positive attitude for females than for males. It is also found that there is a three-way interaction among informativeness, entertainment, and gender. More specifically, the interaction effect between informativeness and entertainment is significant for females, but insignificant for males. Results, research contributions, and limitations are discussed, and implications for future studies are suggested. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

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PMID/UI: PsycINFO: 2009-16559-002

Keywords: education; Men; Prostate; Risk

Abstract: Annual screening for prostate cancer, although controversial, should be offered to men over age 45. Community-based prostate cancer education and screening offer a way to reach those at highest risk for undetected prostate cancer,

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African- American men and men without healthcare providers. This study used logistic regression to predict attendance at community-based education and screening events. Being white, not having a healthcare provider, desire for information, and knowledge of prostate cancer status all independently predicted attendance. While these community education and screening events attracted men without healthcare providers, they were not as effective in attracting African-American men. Findings have implications for planning community education and screening programs that target high risk men. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

17. Burton A, Atherton M, Nygaard A. GO Men's Health Program. *Social Marketing Quarterly* . 2009 Jun;15(2):39-47.
PMID/UI: PsycINFO: 2009-08009-004
Keywords: Health Services; Men; Social Marketing
Abstract: In 2008, NHS Halton & St Helens in the United Kingdom launched a Men's Health program pilot focusing on encouraging men to take better care of their health and to make more use of available health services. Targeting men living in the most deprived wards in Halton, the Men's Health program offers a wide variety of activities just for men, all designed to support and enable equal and convenient access to lifestyle and general health services. The pilot program draws upon best practice by developing a social marketing approach that supports men to choose from a range of tailored activities designed to improve their health and well-being. The Men's Health program is part of the wider Health Improvement Team's program and has demonstrated a range of quantitative and qualitative successes in engaging men living in the most deprived wards. A key element to the design and development of the Men's Health program is the continuous dialogue and refining activities to ensure that men are encouraged to contribute in the shaping of such activities and wider delivery of the program. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
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PMID/UI: PsycINFO: 2010-11820-015
Keywords: Internet; Men; Social Marketing
Abstract: This narrative literature review queries extant knowledge regarding the relationship between men's health and health call centres (HCCs). We show that while, in general, men make up a minority of callers to HCCs, certain sub-populations of men may be more likely to use these services, such as Indigenous

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men and men of a low socio-economic status. However, other groups of men, such as ageing men, may be less willing to use the services of an HCC. We suggest that men's knowledge of these centres largely determines their use of the service. Direct social marketing that takes into account the voices and concerns of consumers may thus enhance men's use of HCCs. The potential for the Internet as a source of health information is discussed, and recommendations for future policy and research are provided. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

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Keywords: Communication; Germany; Men; methods; mortality; Prostate
Abstract: Background: Mortality from prostate cancer (PrCA) in African-American (AA) men is significantly higher than in European-American (EA) men. Methods: Purposive sampling identified 25 AA men =45 years for interviews/focus groups. Participants were asked about cancer information-seeking behaviors, capacity to use information, and recommendations for messages and message delivery. Transcripts were analyzed for themes about PrCA communication. Results: Barriers to information seeking were fear, poor resources, and limited family communication. Participants requested messages stressing men's "ownership" of PrCA delivered "word-of-mouth" by clergymen, AA women, and AA PrCA survivors. Conclusions: Direct and timely messages about PrCA should be developed for AA men. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
20. Grov C, Bux DJ, Parsons JT, Morgenstern J. Recruiting hard-to-reach drug-using men who have sex with men into an intervention study: Lessons learned and implications for applied research. *Substance Use & Misuse S2- International Journal of the Addictions* . 2009 Dec;44(13):1855-71. PMID/UI: PsycINFO: 2010-12487-003
Keywords: Men; New York City; Sexual Behavior
Abstract: Drug (ab)use researchers and service providers across the globe have been challenged with locating target populations and subsequently enrolling participants into their programs. This study presents data from nearly 3 years (2004–2006) of recruiting "high-risk" drug-using gay and bisexual men into a clinical research trial based in New York City. During the enrollment period, two recruitment/marketing strategies were utilized: (1)marketing of the intervention research study itself to men who were in the early stages of identifying problems with their drug use and

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risky sexual behavior and (2) two-stage recruitment via a lower-threshold/commitment (i.e., brief survey) and subsequent offering/enrollment into the full trial upon completion of the initial visit (i.e., a foot-in-the-door). The second approach was substantially more effective in enrolling participants into the full trial (6.3 participants/month vs. 2.5 participants/month). Furthermore, recruitment costs for the foot-in-the-door approach were substantially reduced (\$356.57 per participant vs. \$497.03 per participant). Compared to the marketing of interventions themselves to target populations, a two-stage recruitment strategy incorporating lower-threshold interactions may be a more effective approach to recruit for interventions. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

21. Hargreaves DA, Tiggemann M. Muscular ideal media images and men's body image: Social comparison processing and individual vulnerability. *Psychology of Men & Masculinity* . 2009 Apr;10(2):109-19.
PMID/UI: PsycINFO: 2009-04868-001
Keywords: Male; Men
Abstract: The study aimed to investigate the role of social comparison processes in men's responses to images of muscular-ideal male beauty. A sample of 104 male university students viewed either 15 television commercials containing images of men who epitomize the current muscular ideal, or 15 nonappearance commercials containing no such images. Body satisfaction was assessed immediately before and after commercial viewing. Appearance evaluation and orientation were also examined as moderating variables. It was found that exposure to muscular-ideal television commercials led to lower muscle satisfaction and physical attractiveness than nonappearance commercials, with men high on appearance orientation the most vulnerable. Men high on appearance orientation also engaged in greater upward social comparison to muscular-ideal images which, in turn, predicted changes in body satisfaction. Taken together, the findings provide consistent evidence for a role for media images in men's body image. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
22. Lapinski MK, Randall LM, Peterson M, Peterson A, Klein KA. Prevention options for positives: The effects of a health communication intervention for men who have sex with men living with HIV/AIDS. *Health Communication* . 2009 Sep;24(6):562-71.
PMID/UI: PsycINFO: 2009-14397-008
Keywords: Communication; Men; Risk
Abstract: This article reports the results of a small-scale quasi-experiment that

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tested the efficacy of the Prevention Options for Positives intervention. The experiment tested for the outcomes of group sessions combined with individual-level counseling (ILC) versus ILC-only for men who have sex with men who are HIV positive. Both arms of the intervention were based on behavior change theory and dealt specifically with communication outcomes. The results indicate that the group- and individual-level interventions combined have a greater impact on risk communication behaviors with main partners than did the ILC-only sessions. group-session/ ILC participants were more likely to decide not to have sex if they were drunk or high, and more likely to tell their partner and ask their partner about HIV status than were participants in the ILC groups. Knowledge about HIV was relatively high, and there was little change across groups. The Prevention Options for Positives intervention influenced the relative importance of various referent groups, but normative beliefs were not affected. The implications of these findings for communication practice and research with HIV-positive men who have sex with men are addressed. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

23. Noone JH. Review of 'Understanding men and health: Masculinities, identity, and well-being'. *International Journal of Men's Health* . 2009;8(2):178-9.
PMID/UI: PsycINFO: 2009-16559-007
Keywords: England; Health Promotion; Men; Men's Health
Abstract: Reviews the book, "Understanding Men and Health: Masculinities, Identity, and Well-being" by Steve Robertson (2007). *Understanding Men and Health* examines how social context influences the relationship between masculine identities and conceptions of health for 20 lay men residing in Blackpool, England. Robertson employs theories of embodiment and hegemonic masculinity to elucidate differences in gay, disabled, and contingently able-bodied and straight men's accounts of health, how they engage in good (and bad) practices affecting their health, and how these practices are influenced by perceptions of masculinity, personal relationships, and the context of their everyday lives. The inclusion of seven health practitioners' accounts of men's health and men's talk around power relationships, health promotion, and their own medical experiences completes an informative and valuable analysis within the men's health field. Robertson begins with a compelling argument against the homogenisation of men and their positioning as irresponsible and ignorant of health issues in the current literature. He suggests that men's health promotion is ill-informed as a result and cites this as one reason why men continue to experience poorer health outcomes than women. The author's approach to this problem is a focus on men's health, rather than ill-health, and an examination of the differences among various lay men's accounts of

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health, as well as how these differ from expert accounts. An important element of this book is the identification of specific dilemmas or tensions within the men's narratives. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

24. Peerson A, Saunders M. Men's health literacy: Advancing evidence and priorities. *Critical Public Health* . 2009 Sep;19(3-4):441-56.
PMID/UI: PsycINFO: 2010-11820-014
Keywords: Attitude; Men's Health
Abstract: Men's health literacy and its bearing on health-related attitudes and behaviour are curiously absent from discussions on health literacy and men's health. This is perhaps understandable given the lack of a theoretical understanding and empirical evidence. In this article, we review and comment on the published literature addressing health literacy and men's health literacy. We define 'health literacy', note a silent discourse on gender in the international debate on health literacy and identify gaps addressing men's health literacy. We also raise issues for research priorities and the practical development and implementation of evidence-based policies and programs aimed at improving men's health. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
25. Preston I, Vanden Bergh BG. Puffery and advertising: Puff the magic ad man. In: *Advertising and society: Controversies and consequences*. [N.I.]: Wiley-Blackwell; 2009. p. 159-74.
Abstract: (from the chapter) Of all the controversial topics that might be included in a book like this one, why puffery? It's not unusual for advertising students to be completely unfamiliar with the term—or to have any idea that puffery just may be one of the most controversial issues surrounding advertising. Here's why. The term "puffery" refers to statements in advertising that describe claims about a product with no specific facts to back up the claim. The clincher is that these "non-facts" typically imply something about the competition. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (chapter)
26. Darrow WW, Biersteker S. Short-term impact evaluation of a social marketing campaign to prevent syphilis among men who have sex with men. *American Journal of Public Health* . 2008 Feb;98(2):337-43.
PMID/UI: PsycINFO: 2008-01323-026
Keywords: Florida; Men; methods; Risk; Sexual Behavior; Social Marketing; Syphilis
Abstract: Objectives: We carried out an independent short-term impact evaluation of a social marketing campaign designed to reduce syphilis infections among men who have sex with men in south Florida in 2004. Methods: Venue-based surveys

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were conducted shortly after the campaign began and 6 months later to assess changes in exposure to campaign materials, awareness, knowledge about syphilis, perceptions of risk, sexual behavior, clinic visits, and testing and treatment for syphilis among participants. Results: Exposure to social marketing campaign materials increased from 18.0% at baseline to 36.5% at follow-up ($P < .001$). Awareness of syphilis and perceptions of risk increased among Broward County residents but not among Miami-Dade County residents. Risky sexual practices and patterns of recreational drug use did not change. No significant increases in knowledge, clinic visits, or testing or treatment for syphilis among participants were detected over the 6-month study period. Conclusions: None of the campaign objectives were fully met. The interventions were insufficient to produce a significant impact among men who have sex with men in south Florida. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

27. Hust SJT, Brown JD, L'Engle KL. Boys will be boys and girls better be prepared: An analysis of the rare sexual health messages in young adolescents' media. *Mass Communication & Society* . 2008 Jan;11(1):3-23.
PMID/UI: PsycINFO: 2008-02560-002
Keywords: Adolescent; Female; Male; Mass Media; United States
Abstract: Despite concerns about high rates of teen pregnancy and sexually transmitted disease in the United States, the mass media adolescents attend to most frequently include little accurate information about sexual health. In this study, a preliminary quantitative analysis of the sexual content in four media (television, magazines, music, and movies) popular among 3,261 Black and White adolescents (12-14 years old) found that less than one half of 1% of the content included information about or depictions of sexually healthy behavior. A qualitative analysis of the relatively rare instances of sexual health content revealed that across all four media the sexual health content was ambiguous and/or inaccurate, reinforced traditional gender stereotypes that males seek sex and females are responsible for protection against pregnancy, and presented puberty as funny and contraception as embarrassing or humiliating. These analyses suggest that significant changes in the media's presentations of sexuality would be required if the media are ever to be considered a healthy part of adolescents' sexual socialization. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
28. O'Brien B, Forrest D. PITSTOP--Men's health social marketing program. *Social Marketing Quarterly* . 2008;14(1):31-6.
PMID/UI: PsycINFO: 2008-03317-003
Keywords: Men's Health; Social Marketing; Trust

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Abstract: In 2003, Knowsley Primary Care Trust and Knowsley Council (Merseyside, United Kingdom) decided to take a social marketing approach to improving men's health. Predating the UK national social marketing review, the program nevertheless featured many of the key concepts and techniques that emerged in the UK national Social Marketing Centre's 2006 report *It's Our Health* (French and Blair-Stevens 2006). The PITSTOP program offers a number of useful lessons to the UK's emerging social marketers in public health because of its quantifiable outcomes, strategic success, and lessons learned through the development and delivery of the program. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

29. Smith JA. Review of 'Understanding men and health: Masculinities, identity and well-being'. *International Journal of Men's Health* . 2008;7(3):320-1.
PMID/UI: PsycINFO: 2008-16618-010
Keywords: Health Promotion; Men; Men's Health; Qualitative Research
Abstract: Reviews the book, "Understanding Men and Health: Masculinities, Identity and Well-being" by Steve Robertson (2007). This book, however, is different. It systematically examines the value of listening to lay perspectives when contextualizing men's health, more specifically, showing how men define health and how this relates to their health practices—how they "do health." The combination of men's voices, the opinions of health professionals and Robertson's own commentary enables the reader to connect with the content of each chapter. Vignettes about participants included at the start of the book are useful for conceptualizing what is being discussed throughout each of the remaining chapters. The book is a reflection of the depth of qualitative research relating to men's health emerging from the UK and, more importantly, its potential for shaping future men's research, practice and policy discussion. This type of text has direct implications for guiding future health promotion work, health service delivery and health system change. (PsycINFO Database Record (c) 2012 APA, all rights reserved).
30. Bennett R. Advertising message strategies for encouraging young White working class males to consider entering British universities. *Journal of Business Research* . 2007 Sep;60(9):932-41.
PMID/UI: PsycINFO: 2007-11897-001
Keywords: education; London; Male
Abstract: One hundred and sixty-one 16 to 18 year old White working class youngsters currently enrolled on post-school vocational courses at two further education colleges in central London viewed four advertisements designed to arouse interest in the idea of going to university. Two of the advertisements contain

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visual images with no accompanying text; two contain purely documentary information. Each advertisement relates to either a hedonistic or a utilitarian theme. Participants' responses were analyzed with respect to a person's financial status, prior knowledge of the characteristics of university life, perceptions that university attendance carries a high-risk of not obtaining long-term financial benefit, levels of personal ambition, and fear of possible social isolation consequent to enrolling on an undergraduate programme. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

31. Dutta MJ, Boyd J. Turning 'smoking man' images around: Portrayals of smoking in men's magazines as a blueprint for smoking cessation campaigns. *Health Communication* . 2007;22(3):253-63.
PMID/UI: PsycINFO: 2007-17559-006
Keywords: Male; Men; Prevalence; Risk
Abstract: Published scholarship documents the prevalence and health risks of smoking among men. There is also a rich tradition of studying the normative influences of the media in constructing and propagating images of healthy/unhealthy behaviors such as smoking. To understand the construction of these media-propagated smoking images toward male audiences, this article studies all advertising and editorial content of 3 major men's magazines for 2001 using rhetorical and content analyses. The emergent themes construct the smoking man as sensual, in another place, independent, and mysterious. The authors recommend turning around these themes of the masculine "smoking man" for the purpose of strategic media planning and developing message-targeting guidelines for smoking cessation and prevention messages directed at men. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
32. Lieberman LD, Hager B. Practice Notes: Strategies in Health Education. *Health Education & Behavior* . 2007 Apr;34(2):273-7.
PMID/UI: PsycINFO: 2007-04923-001
Keywords: Attitude; education; Health Education; Male; Men
Abstract: The purpose of Project Alpha is to teach males about the consequences of teenage pregnancy, HIV, and sexually transmitted infections (STIs) from a male perspective. The program seeks to assist young men in developing an understanding of their role in preventing untimely pregnancies and HIV/STIs through responsible attitudes and behaviors. To be effective, the Project Alpha messages had to be received by the young African American men through culturally appropriate intervention channels. It is vital for practitioners to utilize HIV/ STI and pregnancy-prevention efforts for African American young men in a manner that is most

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appropriate for this often underserved target group. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

33. Mitchell V, Macklin JE, Paxman J. Social uses of advertising: An example of young male adults. *International Journal of Advertising: The Quarterly Review of Marketing Communications* . 2007;26(2):199-222.
PMID/UI: PsycINFO: 2007-08623-003
Keywords: Adult; Male
Abstract: This study identifies social uses of advertising by young male adults who have been brought up in a mass media-driven society, which makes them more advertising literate. A diary study revealed the frequent use of TV advertising slogans and taglines that did not directly relate to any product purchase or use occasion. Moreover, the meanings consumed by the group were independent of the product that the ads promoted. The topic of social uses of advertising by groups has far-reaching practitioner implications for advertising research and copy development, which are discussed. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
34. Morgan M, Hayes R, Williamson M, Ford C. Men's sheds: A community approach to promoting mental health and well-being. *International Journal of Mental Health Promotion* . 2007 Aug;9(3):48-52.
PMID/UI: PsycINFO: 2008-12721-005
Keywords: Health Promotion; Men; Mental Health
Abstract: This paper introduces an innovative community approach to promoting mental health and well-being for men: Men's Sheds. In Australia, Men's Sheds have provided an opportunity for men, and people who work with men, to engage their concerns in a partnership mode and in a non-pathologising manner. This has practical implications in the areas of social connectedness, mental health and suicide prevention. Men's Sheds benefit both older and younger men in Australian society. While so far Sheds have developed largely out of grassroots efforts, future planning and policy on funding such projects require further evidence-based exploration. This paper presents current knowledge pertaining to best-practice for Victorian Men's Sheds, including the bio-psycho-social and structural realms. Accordingly, the action areas of the Ottawa Charter for Health Promotion through a gendered approach to mental health are addressed. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
35. Rai T, Clements A, Bukach C, Shine B, Austoker J, Watson E. What influences men's decision to have a prostate-specific antigen test? A qualitative study. *Family Practice* . 2007 Aug;24(4):365-71.

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PMID/UI: PsycINFO: 2007-13630-011

Keywords: Decision Making; diagnosis; Men; methods; Prostate

Abstract: Background: Current UK policy recommends informed decision making for prostate-specific antigen (PSA) testing. The process by which men decide to be tested warrants further investigation. Objective: To determine the important influences on men's decision to have a PSA test. Methods: Semi-structured interviews with 20 men who had raised the issue of testing for prostate cancer with their GP and undergone the PSA test. Results: Men wanted to be tested primarily because they believed in the benefits of early diagnosis. Triggers for consulting the GP were the personal experiences of friends with prostate cancer, a desire to be proactive about health, media reports, a family history or ongoing urinary symptoms. Before consulting the GP, men's awareness was largely based on personal accounts and media stories and did not include much familiarity with the potential limitations of testing. Many had decided they wanted to be tested by the time they consulted their GP and this decision remained largely unaffected by the consultation. Men varied in the value they placed on receiving information about the benefits and limitations of PSA testing from their GP. Conclusions: Men who consult their GP about testing are often already committed to having the test. When information about the benefits and limitations of PSA testing is provided, at that stage it may be too late for it to play a part in their decision. Making balanced information available to men in the community may be a more effective way to promote informed decision making and to facilitate more useful discussions with the GP. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

36. Walters P, Fisher J, Tylee A. Do mail-shots improve access to primary care for young men with depression? *The European Journal of Psychiatry* . 2007 Jan;21(1):49-54.

PMID/UI: PsycINFO: 2007-11606-006

Keywords: Aged; Men; Mental Health; methods; Risk; Trust

Abstract: Background: Young men with mental health problems often do not present to traditional primary care services. Novel methods to engage this population need to be explored. Between April and July 2005, Croydon Primary Care Trust developed a depression service for men aged 18 to 35 years. Part of this service was a mail-shot to all men in this age group registered with two general practices. The mail-shot informed them of the symptoms of depression, the importance of seeking help and where to obtain help. The objective of this research was to determine whether this mail-shot influenced the number of young men presenting to primary care with depression. Method: This was a before and after

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study. The quarterly incidences of depression in men aged 18 to 35 years was calculated from January 2000 to June 2005. Incidence risk ratios were calculated to compare pre-mail-shot incidence with the post mail-shot incidence. The cost of the mail-shot was calculated. Results: There were 148 new cases of depression diagnosed between January 2000 and June 2005 across the practices. There was a statistically significant increase in depressed young men contacting the two participating general practices in the quarter after the mailshot compared with previous quarters (IRR 2.57; 95% CI 1.59-4.17; $p < 0.001$). The cost of the mail-shot was £1.00 per registered man aged between 18 and 35 years, or £297 (450 €) per case of depression detected. Conclusion: Mail-shots may be a cost-effective way to encourage this traditionally 'hard-to-reach' group to consult primary care professionals for depression treatment. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

37. Zanchetta MS, Perreault M, Kaszap M, Viens C. Patterns in information strategies used by older men to understand and deal with prostate cancer: An application of the modélisation qualitative research design. *International Journal of Nursing Studies* . 2007 Aug;44(6):961-72.
PMID/UI: PsycINFO: 2007-10378-010
Keywords: Aged; Communication; Decision Making; diagnosis; education; Men; methods; Prostate; Qualitative Research
Abstract: Background: The increasing need of older individuals to safely self-manage their chronic illnesses requires that they clearly understand health-related information. Thus, this study examined health literacy as lived by men with prostate cancer (PC), rather than as assessed by professionals. Objectives: This study aimed to describe, analyse, and understand informational strategies of men with PC. The main objective was to describe these strategies according to self-assessed levels of functional health literacy and thus create an inventory of strategy characteristics. Design: The modélisation qualitative research design framed this inquiry. Settings: Montreal and Laval, province of Québec, Canada. Participants: The purposive sample comprised 15 French-Canadian men aged 61-83, most of whom were enrolled in a PC support group. Recruitment and selection was assisted by the support group's chairman and a volunteer recruiter. Selection criteria were medical diagnosis of localised PC, childhood spent in Québec, ability to self-assess functional health literacy, effective oral communication in French, no use of psychotropic drugs, and normal time and space orientation. Methods: Data collection involved semi-structured interviews and drawing of genograms and ecomaps. The qualitative-data-analysis software Atlas. ti (Version 4.1 for Windows) was used to code the interview data. Findings were also subjected to

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content analysis. Six volunteers examined and confirmed the authors' interpretation of the findings. Results: Functional health literacy was cultivated throughout participants' lives and nourished by their social and cultural resources. A history of reading at home, interest in learning, supportive family and elementary school environments developed open-minded, critical-information-seeking older men. The findings did not support any association among formal education, level of health literacy, and ways of dealing with PC-related information. The construction of information networks provided participants with knowledge and with emotional and spiritual support to cope with PC. Men with different levels of health literacy had both unique and similar information strategies. Conclusions: Participants' decisions to adopt specific information strategies were influenced by awareness of impacts of PC on men's lives, construction and maintenance of information networks, as well as participants' critique of health information. Through their information strategies, participants regained decision-making power over their bodies and destinies, and then redefined their social roles. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

38. Buston K, Wight D. The salience and utility of school sex education to young men. *Sex Education* . 2006 May;6(2):135-50.
PMID/UI: PsycINFO: 2006-07147-003
Keywords: education; Male; Men; Scotland; Sex Education
Abstract: This paper focuses on young men's views on the school sex education they have received, the influence of this sex education on their intended or actual behaviour, and the extent to which other sources of information complement or supplement school sex education. Thirty-five in-depth interviews and eight group discussions were conducted with male pupils from six schools in the east of Scotland. Most of those interviewed did cite school as a useful source in learning about sex. The most commonly named highlights were learning more about what girls think about sexual matters and learning how to use a condom. Nine described how something they had learned in school sex education had changed the way they had behaved in a sexual encounter. A further eight, who had not experienced sexual intercourse, talked about how they thought sex education would influence their behaviour in a positive way in the future. The most common criticism of sex education was that it was not explicit enough. Although friends and/or television were named by the majority of young men as useful, for most young men school sex education appeared to be the only substantive source of information they had received on sexual matters. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

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39. Darnell SC, Wilson B. Macho media: Unapologetic hypermasculinity in Vancouver's 'Talk Radio for Guys'. *Journal of Broadcasting & Electronic Media* . 2006 Sep;50(3):444-66.
PMID/UI: PsycINFO: 2007-00235-002
Keywords: Male
Abstract: In this article, the researchers report findings from a study that investigated the social construction of masculinity in programming offered by "MOJO Radio--Talk Radio for Guys," a station launched on August 6, 2002, in Vancouver, British Columbia, Canada. These results support the notion that commercial media targeted toward certain male demographics employ traditional concepts of hypermasculinity to construct a representational space for "guys" to assert their gendered identities. The research also sheds light on the decisions that guided MOJO programming in relation to the shifting political and regulatory economy of commercial broadcasting in Canada. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
40. Gough B, Conner MT. Barriers to healthy eating amongst men: A qualitative analysis. *Social Science & Medicine* . 2006 Jan;62(2):387-95.
PMID/UI: PsycINFO: 2006-01919-006
Keywords: Health Promotion; Men; Men's Health; Risk-Taking
Abstract: Currently, little is known about the meanings men attach to food or to the links between food and health. The burgeoning literature on men's health highlights forms of masculinity (e.g. risk-taking, invulnerability) as a factor (negatively) influencing men's health practices. The aim of this study was to provide an analysis of men's accounts of food and health using concepts pertaining to masculinity. We report on a qualitative analysis of a dataset comprising 24 interviews with UK men from a range of age and social class groups. Our findings suggest two principal barriers to healthy eating in men: cynicism about government health messages and a rejection of healthy food on grounds of poor taste and inability to satisfy. These findings are discussed in relation to masculine ideals such as rationality, autonomy and strength. The implications of our analysis for future research and men's health promotion policy are discussed. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
41. Harland K, Barclay L, McNamee D. RU right in the head? The development and dissemination of educational resources addressing positive mental and emotional health issues for adolescent males in Northern Ireland. *Journal of Men's Health & Gender S2- Journal of Men's Health* . 2006 Jun;3(2):204-9.
PMID/UI: PsycINFO: 2006-07790-011

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Keywords: Adolescent; Aged; Male; Men

Abstract: In Western post-industrial societies traditional routes from boy to man have become increasingly prolonged, complex and ambiguous. In Northern Ireland the lives of young people have been further influenced by the effects of prolonged political violence. Central to this are contradictions adolescent men experience in regard to their masculine expectations. Despite increasing concern about mental and emotional health amongst adolescent men in Northern Ireland, to date, few resources have been produced to support work with them. This paper presents an evaluation of practitioner orientated training and practice and the rationale, process and key considerations for the production of two educational resources produced in Northern Ireland entitled *RU right in the head?* One was targeted at supporting males aged 11-16, and the other was for practitioners working with adolescent men in relation to mental and emotional health. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

42. Kemp M. Promoting the health and wellbeing of young Black men using community-based drama. *Health Education* . 2006;106(3):186-200.

PMID/UI: PsycINFO: 2009-19321-002

Keywords: London; Men; Trust

Abstract: Purpose: This paper aims to explore the role of drama and theatre in promoting the emotional and social wellbeing of a group of young Black men living in south London. Design/methodology/approach: A qualitative methodology was used in a process and outcome evaluation of a drama-based initiative that aimed to promote young Black men's sexual and emotional health. Findings: The research found that this community-based initiative was able to promote young people's self-esteem and a positive sense of agency. This was achieved by creating opportunities for self-expression, reflection and self-understanding, and through the development of relationships between participants characterized by trust and reciprocity.

Originality/value: The evaluation points to the strengths of youth and community work and arts-based approaches in engaging young people around health issues and in promoting emotional wellbeing and a positive sense of identity among young people. The evaluation also highlights the usefulness of process-oriented qualitative evaluation as an appropriate way of evaluating and contributing to the ongoing development of initiatives that aim to use the arts in healthcare settings. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

43. Maliski SL, Connor S, Fink A, Litwin MS. Information Desired and Acquired by Men With Prostate Cancer: Data From Ethnic Focus Groups. *Health Education & Behavior* S2- *Health Education Monographs* . 2006 Jun;33(3):393-409.

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PMID/UI: PsycINFO: 2006-06876-010

Keywords: diagnosis; Focus Groups; Men; Prostate

Abstract: Information and understanding are needed so that men with prostate cancer can effectively manage and cope with their disease. Although research has shown that cultural beliefs and practices influence the way people access health-related knowledge, little research has addressed how ethnicity affects the information desired and received among low-income men with prostate cancer. This research sought to (a) describe baseline knowledge at diagnosis, information subsequently received, information sources utilized, and knowledge believed to have been helpful and (b) explore differences in desired information among men of various ethnicities. Six ethnicity-specific focus groups among men diagnosed with prostate cancer were conducted. With content analysis, themes emerging from each focus group were identified and compared. Results highlight disparities in the prostate cancer information desired and acquired by men of different ethnicities. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

44. Moss G, Gunn R, Heller J. Some men like it black, some women like it pink: Consumer implications of differences in male and female website design. *Journal of Consumer Behaviour* . 2006 Jul;5(4):328-41.

PMID/UI: PsycINFO: 2006-23462-005

Keywords: Female; Male; Men

Abstract: The World Wide Web doubles in size roughly every 2-3 months and dramatic claims are made about the effectiveness of Web-based commercial efforts. The centrality of non-price mechanisms of differentiation to the perception, enjoyment and ease of use felt using websites is acknowledged but the only statistically rigorous studies of factors such as form and content have been conducted within a universalist paradigm of aesthetics. This paper reports on an interactionist approach to web aesthetics involving an analysis of 60 male-and female-produced websites. The analysis reveals statistically significant differences between the male- and female-produced websites on 13 out of the 23 factors analysed. These differences span issues of navigation as well as linguistic and visual content. The paper argues that the appeal of websites can be maximised if they mirror the needs and interests of their target populations and that websites targeted at male or female dominated markets need to reflect the aesthetic diversity found in the male- and female-produced websites analysed here. It also presents information on the demographics of the IT profession, showing that there is a potential imbalance between the percentage of women involved online and those involved in the IT profession. This suggests that the male domination of the IT profession could be a barrier to the effective mirroring of female Website

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preferences. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

45. Rochlen AB, McKelley RA, Pituch KA. A preliminary examination of the 'Real Men. Real Depression' campaign. *Psychology of Men & Masculinity* . 2006 Jan;7(1):1-13.
PMID/UI: PsycINFO: 2006-02952-001
Keywords: Attitude; Men; Mental Health
Abstract: This study reports on a preliminary evaluation of the National Institute of Mental Health (NIMH)-sponsored "Real Men. Real Depression" (RMRD) campaign. Two-hundred-nine men with a range of help-seeking attitudes and gender-role conflict (GRC) reviewed the RMRD brochure, a similar brochure excluding gender references, or a depression brochure currently in distribution at college counseling centers. Results generally suggest similar and favorable evaluations of all 3 materials. However, men with low GRC and negative help-seeking attitudes endorsed more favorable evaluations of the RMRD materials. A qualitative analysis, addressing the most and least helpful components of the brochures, suggested further areas of research and development. The results are discussed in terms of literature addressing marketing mental health to men and barriers to help seeking. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
46. Russell N, Harding C, Chamberlain C, Johnston L. Implementing a 'Men's Health Pitstop' in the Riverina, South-west New South Wales. *The Australian Journal of Rural Health* . 2006 Jun;14(3):129-31.
PMID/UI: PsycINFO: 2006-20155-004
Keywords: Health Promotion; Health Services; Men; Men's Health; New South Wales
Abstract: The Men's Health Pitstop is designed as a health promotion strategy to increase men's awareness of preventative health issues and aims to encourage greater utilisation of general practitioner (GP) services. The sample consisted of 317 men, sampled from the attendees of the Henty Machinery Field Days. The average age was 51 years (range 15-84 years). A further 66 participants living within the boundaries of the Riverina Division of General Practice and Primary Health were sampled for a one-month post-screening evaluation. Based on a mechanical theme, participants either pass or fail eight health stations. Frequency data were collected for each of the stations. Nearly half (49%) of those completing the Pitstop had a health issue that required further investigation by their GP. The Pitstop was an effective means to screen and promote use of health services to men.

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The Pitstop was also effective in getting men to take an interest in preventative health with 57% of those surveyed in the post-evaluation modifying lifestyle factors. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

47. Tung WC, Lee IFK. Effects of an osteoporosis educational programme for men. *Journal of Advanced Nursing* . 2006 Oct;56(1):26-34.
PMID/UI: PsycINFO: 2006-12345-003
Keywords: Men; methods; Questionnaires
Abstract: Aim: This paper reports an evaluation of the effects on knowledge, health beliefs and preventive behaviours of an osteoporosis educational programme for men. Background: Osteoporosis is an increasing global health concern, and educational programmes have been identified as a crucial strategy in its prevention. However, the effectiveness of osteoporosis educational programmes has mainly been evaluated in women. Methods: A randomized controlled trial was carried out to identify the effects of an osteoporosis educational programme for men. The study was conducted between September 2004 to February 2005, and 128 Hong Kong Chinese men were randomly assigned to an intervention or control group, with 64 in each group. The intervention group attended an osteoporosis educational programme. All participants completed pre- and post-test self-administered questionnaires: Osteoporosis Knowledge Test, Osteoporosis Health Belief Scale and Osteoporosis Self-Efficacy Scale. Results: The intervention group showed a statistically significant increase in both knowledge ($P < 0.0005$) and health beliefs ($P = 0.007$) about osteoporosis and preventive behaviours in comparison with the control group. However, the difference in self-efficacy between the two groups was not statistically significant ($P = 0.154$). Conclusions: An osteoporosis educational programme can increase men's knowledge levels and change their health beliefs about osteoporosis and preventive behaviours. This approach should be more widely used in nursing practice to promoting the adoption of osteoporosis prevention behaviours in men. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

48. Elliott R, Elliott C. Idealized images of the male body in advertising: A reader-response exploration. *Journal of Marketing Communications* . 2005 Mar;11(1):3-19.
PMID/UI: PsycINFO: 2005-01562-001
Keywords: Male; Men
Abstract: This study used an interpretative methodology for exploring men's reactions to the representation of male bodies in advertising, particularly when men are portrayed in a sexual or naked pose and complemented past studies by

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investigating whether or not men felt that they were being objectified or exploited in advertising in the same manner as critical and feminist literature has suggested in relation to women. The extent to which men felt that the representation of idealized male images in advertising had an adverse effect on their self-image and self-esteem is discussed. Emergent interpretive themes include homophobia, gender stereotyping and the legitimization of the exploitation and use of sexuality in marketing. The implication for brands is explored. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

49. Gattellari M, Ward JE. A community-based randomised controlled trial of three different educational resources for men about prostate cancer screening. *Patient Education and Counseling* . 2005 May;57(2):162-82.
PMID/UI: PsycINFO: 2005-07089-005
Keywords: Men; Prostate
Abstract: Randomised evaluations of resources to facilitate informed decisions about prostate cancer screening are rarely conducted. In this study, 421 men recruited from the community were randomly allocated to receive a leaflet (n = 140) or one of two resources meeting criteria for a decision-aid: a video (n = 141) or an evidence-based booklet, developed by the authors (n = 140). Men in all three groups demonstrated significant increases in knowledge scores from pre to post-test. Scores were significantly higher at post-test amongst those who had received our evidence-based booklet compared with men who received the leaflet or video (P < 0.001). Scores were significantly modified by men's preferences for decisional control (P = 0.002). Decisional conflict was significantly lower amongst men receiving the evidence-based booklet (P = 0.038). Men receiving the evidence-based booklet also were less likely to accept a recommendation by a GP to undergo prostate-specific antigen (PSA) screening (P = 0.003). Men require detailed information about the pros and cons of PSA screening in order to make an informed decision. Resources are not equivalent in achieving these outcomes. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

50. Holland DJ, Bradley DW, Khoury JM. Sending men the message about preventive care: An evaluation of communication strategies. *International Journal of Men's Health* . 2005;4(2):97-114.
PMID/UI: PsycINFO: 2005-13327-001
Keywords: Communication; education; Health Education; Men; methods; utilization
Abstract: The purpose of this study was to evaluate the effectiveness of patient and/or physician communication interventions to increase men's utilization of

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preventive healthcare services. The study focused on men between the ages of 40 and 60 who were enrolled in a large southeastern insurance company's health maintenance organization (HMO) and point of service (POS) products. Eligible men were randomized to receive various forms of preventive care reminders. Results showed that personalized communications that included health education for men combined with a patient-specific reminder system for providers led to a significant improvement in the number of men who received preventive health care screenings. Results also showed that communicating with the man's loved ones in the home combined with a patient-specific reminder system for providers was significantly associated with improvement in preventive healthcare screenings. Further research should continue to evaluate the best methods for engaging men in the healthcare system. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

51. Rochlen AB, Hoyer WD. Marketing Mental Health to Men: Theoretical and Practical Considerations. *Journal of Clinical Psychology* . 2005 Jun;61(6):675-84. PMID/UI: PsycINFO: 2005-06025-005

Keywords: Men; Mental Health; Social Marketing

Abstract: The current paper addresses the importance of and relevant challenges pertaining to the marketing of mental health to men. Included are pertinent definitions, a review of related research, and a discussion of recent large-scale gender-specific mental health campaigns. In addition, central aspects of the social marketing framework considered to be particularly useful for addressing men's resistance to help seeking are reviewed. Suggestions for future research topics are also provided. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

52. Tay R. The effectiveness of enforcement and publicity campaigns on serious crashes involving young male drivers: Are drink driving and speeding similar? *Accident Analysis and Prevention* . 2005 Sep;37(5):922-9. PMID/UI: PsycINFO: 2005-10916-014

Keywords: Male

Abstract: This study re-evaluated the effectiveness of the anti-drink driving and anti-speeding enforcement and publicity campaigns implemented in the Australian State of Victoria which have thus far yielded mixed results in several evaluations. As opposed to previous evaluations, this study focused on the effects of these campaigns on young male drivers who formed the primary target and examined the combined effects of the campaigns on the total number of serious crashes. Our results showed that the anti-drink driving enforcement and publicity campaigns had

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a significant independent effect in reducing crashes but their interactive effect was anti-complementary. Conversely, the anti-speeding enforcement and publicity campaigns had no independent effect but their interactive effect was significant in reducing serious crashes involving young male drivers. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

53. Whittier DK, Kennedy MG, St.Lawrence JS, Seeley S, Beck V. Embedding Health Messages into Entertainment Television: Effect on Gay Men's Response to a Syphilis Outbreak. *Journal of Health Communication* . 2005 Apr;10(3):251-9. PMID/UI: PsycINFO: 2005-06120-005
Keywords: education; Health Behavior; Internet; Mass Media; Men; Syphilis
Abstract: The entertainment education (EE) approach seeks to impact audiences' health behavior by embedding messages in mass media productions, storylines, and characters that appeal strongly to them. Effect on behavioral intentions was examined following a storyline about syphilis in men who have sex with men (MSM) presented in a popular dramatic series. Five hundred and one MSM drawn from gay Internet chat rooms completed the questionnaire. Differences in item responses between those who did and did not view the syphilis storyline were calculated, and linear regression was used to examine predictors of intentions to take action. Those who viewed the syphilis storyline were more likely to report intention to get screened and to tell others to get screened for syphilis. Seeing the episode was a predictor of these intentions. Education was also a predictor of intention to tell others to get screened. Results suggest that exposure to a storyline about syphilis in gay men had a positive public health outcome on users of Internet chat rooms for MSM. Further studies are warranted to examine the extent to which and how the EE approach can produce health-relevant outcomes for U.S. populations, just as the approach has done in the developing world. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
54. Courtenay W. Making health manly: Social marketing and men's health. *Journal of Men's Health & Gender S2- Journal of Men's Health* . 2004 Sep;1(2-3):275-6. PMID/UI: PsycINFO: 2005-04238-016
Keywords: Men; Men's Health; Social Marketing
Abstract: There is substantial evidence--at least in the United States--that asking for help and caring for one's health are widely considered to be the province of women. Collective beliefs and assumptions such as these are what social scientists refer to as social norms or subjective norms. Men need to take greater responsibility for their own health, if they are to live as long and as healthily as women do. But here is the problem: Men receive strong social prohibitions against doing anything that

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women do. Men reject health-promoting beliefs and behaviours with varying degrees of force, depending on what other means they have for proving manhood. An effective way to change social norms is with the use of personal accounts by prominent members of a particular group. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

55. Janssen M, de Wit J, Hospers H, Stroebe W, Kok G. Tailoring safer sex messages to lower educated young gay men: The impact on cognitions and intention. *Psychology* . 2004 Feb;9(1):115-31.
PMID/UI: PsycINFO: 2003-10579-009
Keywords: Condoms; education; Men; Risk
Abstract: Tested whether simplifying information about HIV risk or tailoring arguments to promote the use of condoms would enhance the effects of safer sex messages on men of lower education (MLE). We randomly assigned 51 young Dutch gay MLE to read a safer sex brochure that is widely distributed among gay men in The Netherlands (the 'standard message') or one of three alternative versions. In the alternative messages we (1) reduced the complexity of the information about HIV risk, (2) obtained a closer match between the arguments to promote the use of condoms and the salient beliefs about safer sex in men of lower SES, or (3) manipulated both aspects of message content. After exposure to one of the messages, Ss completed a self-administered questionnaire that tapped social cognitions about safer sex. We also included 106 higher-educated men (HEM) to test whether tailoring messages to MLE would have negative effects on HEM. Simplifying information about HIV risk did not affect knowledge levels. Exposing MLE to the tailored arguments promoting the use of condoms, however, enhanced these men's intention to engage in protected anal sex. This effect was associated with an increase in men's perception of behavioural control. No negative effects of message were found in HEM. (PsycINFO Database Record (c) 2012 APA, all rights reserved).
56. Mosena PW, Ely J, Ho J, Ruch-Ross HS. Peer Advocates for Health: A Community-Based Program to Improve Reproductive Health Knowledge and Lifestyle Choices among Adolescent Males. *International Journal of Men's Health* . 2004;3(3):221-40.
PMID/UI: PsycINFO: 2005-07447-006
Keywords: Adolescent; Communication; Condoms; education; Male; Men; utilization
Abstract: Peer Advocates for Health is a community-based program to increase reproductive health knowledge and improve lifestyle choices among African

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American adolescent males. This study examines program impact on knowledge, clinic utilization, communication, and condom use among participants. PAH provided training, support, and employment experience to 75 African American males from 15 Chicago high schools, who reached 4,000 adolescents in their own communities, providing information and condoms. Mean age at intake was 15.9; all were in school, unmarried, and living at home. One-third reported never having sex; only one had fathered a child. After one year, knowledge, utilization of clinic services, and communication with partners and peers increased significantly. Condom use remained high, and condom self-efficacy increased. Results suggest that, to impact behaviors and lifestyles of high-risk adolescents, programs must provide not only education but also long-term follow-up and support in the context of everyday lives. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

- 57.** Putrevu S. Communicating with the sexes: Male and female responses to print advertisements. *Journal of Advertising* . 2004;33(3):51-62.
PMID/UI: PsycINFO: 2004-19375-004
Keywords: Female; Male; Men
Abstract: This research studies how men and women respond to different types of print advertisements. The results show that women have superior affect (A_{ad} and A_b) and purchase intent toward advertisements that are verbal, harmonious, complex, and category-oriented, whereas men have superior affect (A_{ad} and A_b) and purchase intent toward advertisements that are comparative, simple, and attribute-oriented. In two studies, and across a variety of advertisements, men and women listed an equivalent number of total thoughts. In all instances, however, women listed more category-oriented thoughts and men listed more attribute-oriented thoughts. This pattern of results suggests that women use a relational processing style, whereas men use an item-specific processing style. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).
- 58.** Hsiao ET. Using message framing to promote regular physical activity in college-age women and men. *Dissertation Abstracts International: Section B: The Sciences and Engineering S2- Dissertation Abstracts International* . 2003 Jan;63(7-B):3461.
PMID/UI: PsycINFO: 2003-95002-118
Keywords: Attitude; Exercise; Health Behavior; Men; Questionnaires
Abstract: This study sought to test the hypotheses that a prevention-oriented behavior is better promoted by positive-framed messages while a detection-oriented behavior is better promoted by negative-framed messages (Rothman & Salovey,

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1997). Framing (positive vs. negative) and function (prevention vs. detection) were independently manipulated and their effects on regular exercise and exercise testing promotion among sedentary college students were evaluated. Stages of readiness to change, perceived susceptibility to develop heart disease, gender, and Need for Cognition (NFC; Cacioppo et al., 1984) were examined as possible moderators. One hundred and ninety-two participants were randomly assigned to read one of eight versions of a pamphlet, which promoted either regular exercise or exercise testing and was either positively or negatively framed with either prevention or detection emphasis. Outcome measures included attitude, behavioral intention, intended frequency of participation, cognitive, personality, and psychosocial variables, behavioral response and follow-up questionnaires. Messages perceived to be positively framed were shown to elicit greater behavioral intention to engage in regular exercise when the behavior was viewed as prevention-oriented. Messages perceived to be negatively framed elicited greater behavioral intention to engage in regular exercise when the behavior was viewed as detection-oriented. Overall participants preferred either positively framed or prevention-oriented messages. For individuals in more advanced exercise testing readiness stage, messages perceived to be negatively framed elicited more favorable attitude toward exercise testing when the behavior was viewed as detection-oriented. Intended frequency of participation in exercise testing revealed non-hypothesized interactions of manipulated frame x manipulated function interactions. No interactions were observed for perceived framing and perceived function. Results provided limited support for the experimental hypotheses and suggested that framing could impact complicated health behaviors. Stages of readiness to change, NFC, and gender were important moderators. Subsequent research should assess framing with additional populations in both field and lab settings, explore the use of additional outcome measures, examine the long-term effect of framing, and evaluate framing in conjunction with more extensive exercise interventions. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

59. Singleton A. 'Men's Bodies, Men's Selves': Men's Health Self-Help Books and the Promotion of Health Care. *International Journal of Men's Health* . 2003 Jan;2(1):57-72.

PMID/UI: PsycINFO: 2005-07544-003

Keywords: Male; Men; Men's Health

Abstract: This paper is a critical analysis of men's health self-help books, focusing on the health care strategies encouraged by this advice literature. It is argued that the genre of men's health self-help overwhelmingly emphasizes the role of the individual in achieving good health and well-being. In presenting this message,

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men's health self-help reproduces a neo-conservative ideological perspective about public health: good health is primarily an individual concern, and that good health outcomes are largely the product of individual behavior. It is suggested that this emphasis on individuality works best for the genre's target audience of middle-class men, but is of limited use for health-care strategies aimed at achieving better health outcomes for a broader male population. (PsycINFO Database Record (c) 2012 APA, all rights reserved) (journal abstract).

60. Frisby CM. Reaching the male consumer by way of daytime TV soap operas. *Journal of Advertising Research* . 2002 Mar;42(2):56-64.
PMID/UI: PsycINFO: 2002-01629-003
Keywords: Aged; Male
Abstract: The purpose of this study was to provide clear insights into the function and meaning of television soap operas in everyday life, particularly for male viewers. 57 males (aged 18-49 yrs) participated in this study. Although a short survey was used initially to identify the dedicated viewer, the primary instrument used in this research was the "long interview." Results suggest that male soap opera viewers watch daytime television because viewing makes them feel good, provides an escape, and helps to aid in social conversations, namely with the opposite sex. (PsycINFO Database Record (c) 2012 APA, all rights reserved).

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CBCA (Canadian Business & Current Affairs) – 15 items

1. Gibson V. GOTSTYLE: What one of Canada's top 10 menswear stores can teach you about selling to men. *Cosmetics* . 2011 Jul;39(3):20. Available from:
http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Cosmetics&rft.atitle=GOTSTYLE%3A+What+one+of+Canada%26amp%3B%2339%3Bs+top+10+menswear+stores+can+teach+you+about+selling+to+men&rft.au=Gibson%2C+Valerie&rft.aulast=Gibson&rft.aufirst=Valerie&rft.date=2011-07-01&rft.volume=39&rft.issue=3&rft.spage=20&rft.isbn=&rft.btitle=&rft.title=Cosmetics&rft.issn=03151301http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/880106645?accountid=14656.

Keywords: 7000:Marketing; 8390:Retailing industry; 9172:Canada;

Austria,Melissa; Beauty Culture--Perfumes And Cosmetics; Canada; Internet; Men

Abstract: The pendulum's swung back and she says her store is booming as men become more aware and informed about dressing well, a change boosted by the internet, social media, music videos, celebrities and style magazines. That's also good news for the men's grooming industry. According to Austria, men are realizing that dressing well is a powerful tool in their social and business lives.

"Men now want to be the 'alpha male' and they don't want to look like their dads, but their well put-together grandfathers." This means they want finely tailored suits again. "It makes them feel confident and look successful", says Austria. There's no hesitation from Austria. "It'll be an online store. No overhead! And we'll be able to test the market, introduce new brands and react to what men want," she says.

2. Burgess A. Screenplay Video games vie for toy turf to drive boy-targeted licensing programs. *KidScreen* . 2009 Feb:76. Available from:
http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=KidScreen&rft.atitle=Screenplay+Video+games+vie+for+toy+turf+to+drive+boy-targeted+licensing+programs&rft.au=Burgess%2C+Amanda&rft.aulast=Burgess&rft.aufirst=Amanda&rft.date=2009-02-01&rft.volume=&rft.issue=&rft.spage=76&rft.isbn=&rft.btitle=&rft.title=KidScreen&rft.issn=12057746http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/225326752?accountid=14656.

Keywords: Business And Economics--Marketing And Purchasing; Communication;

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Nintendo Wii; United States--US

Abstract: The video games segment enjoys an ever-broadening distribution at retail. According to NPD Group data, US video game sales were up 19% in 2008 over 2007, generating a sizeable US\$21.33 billion at retail. For their part, licensors are watching the space very closely. With the growing popularity of kid-friendly systems like the Wii, more licensors are pursuing master video game agreements and putting more marketing muscle behind single titles on retail shelves, driving up the quality of licensed games. Games are no longer direct translations of what appears on screen - licensors are extending the property's universe with new characters and storylines. For their part, video game publishers like licenses that have an element of fantasy, but are relatable. Understandably, toycoos are keeping a close eye on the upward trajectory of the video game segment.

3. Reusch A, Wexler E. Carlsberg gets friendly. *Strategy* . 2009 May:7. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Strategy&rft.atitle=Carlsberg+gets+friendly&rft.au=Reusch%2C+Amy%3B+Wexler%2C+Emily&rft.aulast=Reusch&rft.aufirst=Amy&rft.date=2009-05-01&rft.volume=&rft.issue=&rft.spage=7&rft.isbn=&rft.btitle=&rft.title=Strategy&rft.issn=11874309http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/214161031?accountid=14656.

Keywords: Business And Economics--Marketing And Purchasing; Canada; Communication; Male

Abstract: Carlsberg Canada is looking for a “Best Mate” with a competition targeting the 25-to-35 male demo. It has guys vying for a trip for four to Vegas by nominating themselves or a friend at Bestmate.ca or Meilleurchum.ca. The objective is to create awareness for the brand, now that it's an import, but also driving relevant content to that target demographic, says Becky Kwiatkowski, brands marketing manager for Carlsberg.

4. Anderson K. Men driving media changes The media revolution is coming... Brought to you by frat guys. *RealScreen* . 2008 Nov:13. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=RealScreen&rft.atitle=Men+driving+media+changes+The+media+revolution+is+coming...+Brought+to+you+by+frat+guys&rft.au=

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[Anderson%2C+Kelly&rft.aulast=Anderson&rft.aufirst=Kelly&rft.date=2008-11-01&rft.volume=&rft.issue=&rft.spage=13&rft.isbn=&rft.btitle=&rft.title=RealScreen&rft.issn=14801434http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/236212453?accountid=14656.](http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/236212453?accountid=14656)

Keywords: Aged; Attitude; Business And Economics; Communication; Male; Men
Abstract: Male viewers aged 18 to 34 are unequivocally driving the movement of television viewing, both on linear and non-linear platforms. US networks and media buyers alike are hammering away to pin down this finicky group, because wherever they go, others will follow. Neal Tiles, president of male-targeted net G4, says this demo is comfortable manipulating technology, moving from platform to platform, finding the content they want, when they want it and where they want it This media revolution appears to be leaving some traditional TV platforms behind. But this doesn't necessarily spell doom for factual networks. Spike TV has been exclusively seeking out this demo for the past five years. According to Thomas Grayman, senior director of brand and consumer research, in all of our marketing and our promotions, not to mention the programming itself, we try to communicate that sensibility of Spike being a place where guys can be guys, unapologetically so, and pursue the entertainment sources that young men appreciate. G4 president Tiles says its successful linear programming comes from a specific strategy. He says it's the things that play into our overarching target of Internet-savvy, tech-savvy, video game lifestyle type of guy that is not fully captured by traditional definitions of beer, booze, and babes - which has been the prevailing attitude on what guys are about.

5. Castleman L. Activision creates sticky Spider-man Web promo. KidScreen . 2008 Sep:63. Available from:
http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=KidScreen&rft.atitle=Activision+creates+sticky+Spider-man+Web+promo&rft.au=Castleman%2C+Lana&rft.aulast=Castleman&rft.aufirst=Lana&rft.date=2008-09-01&rft.volume=&rft.issue=&rft.spage=63&rft.isbn=&rft.btitle=&rft.title=KidScreen&rft.issn=12057746http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/225318214?accountid=14656.

Keywords: Business And Economics--Marketing And Purchasing; Canada; Communication; Decision Making; Male

Abstract: Activision is giving the Spiderman property's 13- to 24-year-old male

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fanbase what it wants most - control. In an unprecedented move, the Santa Monica, California- based video game publisher has turned over a good chunk of the decision- making behind the upcoming title's marketing campaign to Spidey's VIP web community.

6. N.S. launches ad campaign aimed at impaired young male drivers. Canadian Press NewsWire . 2007 Feb 27:-n/a. Available from:
http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Canadian+Press+NewsWire&rft.atitle=N.S.+launches+ad+campaign+aimed+at+impaired+young+male+drivers&rft.au=&rft.aulast=&rft.aufirst=&rft.date=2007-02-27&rft.volume=&rft.issue=&rft.space=&rft.isbn=&rft.btitle=&rft.title=Canadian+Press+NewsWire&rft.issn=http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/359937816?accountid=14656.

Keywords: General Interest Periodicals--Canada/Male/Men

Abstract: ``It is my hope that this campaign will help young men make the right decision when it comes to drinking and driving and decrease the suffering caused by fatalities and preventable injuries.

7. A billboard young men heed to head to college?: Alberta agricultural college uses sexy sell to boost enrolment. National Post (Index-only) . 2006 Jun 16:0-FP8. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=National+Post+%28Index-only%29&rft.atitle=A+billboard+young+men+heed+to+head+to+college%3F%3A+Alberta+agricultural+college+uses+sexy+sell+to+boost+enrolment&rft.au=&rft.aulast=Anonymous&rft.aufirst=&rft.date=2006-06-16&rft.volume=&rft.issue=&rft.space=FP8&rft.isbn=&rft.btitle=&rft.title=National+Post+%28Index-only%29&rft.issn=14868008http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/355012084?accountid=14656.

Keywords: 9172:Canada/Business And Economics--Banking And Finance/Men

Abstract: A Canadian agricultural college has unveiled a provocative marketing campaign that could have city boys taking a second look at farming, if only to sow a few wild oats. Olds College's new ads feature the back of a topless woman's curvy flesh, with her well-manicured fingers resting on the lip of her jeans and a heart-

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shaped tattoo displayed prominently on her lower back. The text reads: “Fall in love at college,” with the “at” crossed out and replaced by the word “with.” According to a school official, the risqué concept -- at least in comparison to the straitlaced efforts of rival schools -- was designed to pitch the Alberta college as a youth-friendly place that's more than the sum of its diplomas. “The campaign was not without its detractors, that's for sure,” says Mark McLoughlin, vice-president of advancement at Olds. “There were those who thought it wasn't appropriate, but the majority did [like it]. And the ones who did were our students. At the end of the day, that's who we're trying to attract.” Since print and billboard advertising began a month ago, visitors to Olds' Web site have surpassed 91,000 -- double the hits it received the same time last year. “What you want to do is drive people to inquire,” says Mr

8. Charleson M. Reaching men through marketing to women. *Business in Vancouver* . 2006 Mar 7(854):17. Available from:

http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Business+in+Vancouver&rft.atitle=Reaching+men+through+marketing+to+women&rft.au=Charleson%2CMary&rft.aulast=Charleson&rft.aufirst=Mary&rft.date=2006-03-07&rft.volume=&rft.issue=854&rft.spage=17&rft.isbn=&rft.btitle=&rft.title=Business+in+Vancouver&rft.issn=08495017http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/199271939?accountid=14656

Keywords: 9172:Canada; Business And Economics; Canada; Men

9. Chilton D. Emotional males. *Marketing* . 2005 Apr 25;110(15):7. Available from:

http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Marketing&rft.atitle=Emotional+males&rft.au=Chilton%2CDavid&rft.aulast=Chilton&rft.aufirst=David&rft.date=2005-04-25&rft.volume=110&rft.issue=15&rft.spage=7&rft.isbn=&rft.btitle=&rft.title=Marketing&rft.issn=11964650http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/227197026?accountid=14656

Keywords: 7200:Advertising; 9172:Canada; Business And Economics--Marketing And Purchasing; Canada; Emotions; Male; Men; Toronto Ontario Canada

Abstract: In an interview with *Marketing*, [Fisher] says when men together are watching advertising that displays the warmer emotions, “they really show a

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significant drop in their liking for the ad.” However, Fisher goes on to say, “men liked these sappy ads as much as the women did” when they were alone or with a woman. Thus, “advertisers need to be aware and strategic about where they put their advertising,” he says.

10. Martin K. Where the boys are. *Marketing*. 2005 Jan 17;110(2):10. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Marketing&rft.atitle=Where+the+Boys+Are&rft.au=Martin%2C+Kathleen&rft.aulast=Martin&rft.aufirst=Kathleen&rft.date=2005-01-17&rft.volume=110&rft.issue=2&rft.spage=10&rft.isbn=&rft.btitle=&rft.title=Marketing&rft.issn=11964650http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/227170396?accountid=14656.

Keywords: 7000:Marketing; 9172:Canada; Business And Economics--Marketing And Purchasing; Canada; Sports; Toronto Ontario Canada

Abstract: He cites the award-winning Nike “Light it up” hockey campaign and the “Battlegrounds” street basketball tournament (see “Nike Plays with Emotion,” *Marketing*, Dec. 13/20, 2004, p. 23) as two campaigns that might appeal more to boys than girls, though he is quick to reiterate that at Nike, “it’s about working and getting in the area of sports, and if that attracts boys then so be it, but sport is our focus.”

11. Watson T. He-man Woman Haters Coffee. *Canadian Business* [2005 Mar 14 [cited ; 78(6):15. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Canadian+Business&rft.atitle=He-man+Woman+Haters+Coffee&rft.au=Watson%2C+Thomas&rft.aulast=Watson&rft.aufirst=Thomas&rft.date=2005-03-14&rft.volume=78&rft.issue=6&rft.spage=15&rft.isbn=&rft.btitle=&rft.title=Canadian+Business&rft.issn=
<http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/221356435?accountid=14656>.

Keywords: 7200:Advertising/8380:Hotels & restaurants/9172:Canada/Adult/Business And Economics/Canada/Men/Risk

Abstract: In case you haven’t heard, Tim Hortons, one of Canada’s most successful

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and respected brands has launched a new website that aims to create an adult version of the Little Rascals' He-man Woman Haters Club. Developed by Enterprise Advertising, guylogical.com - which is supported by radio ads and TV spots - offers a test that rates your manliness by asking moronic questions designed to plug lunch products. Tim Hortons reportedly attracts more lunching women than its competitors do, so in order to improve sandwich sales to men, the company has decided to run the risk of offending a large, loyal customer base

12. D'Innocenzo L. Jeep sponsorship goes insider to reach young males. *Strategy* . 2004 Mar 22;15(15):3. Available from:

http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Strategy&rft.atitle=Jeep+sponsorship+goes+insider+to+reach+young+males&rft.au=D%27Innocenzo%2C+Lisa&rft.aulast=D%27Innocenzo&rft.aufirst=Lisa&rft.date=2004-03-22&rft.volume=15&rft.issue=15&rft.space=3&rft.isbn=&rft.btitle=&rft.title=Strategy&rft.issn=11874309<http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/214169531?accountid=14656>.

Keywords: 9172:Canada; Business And Economics--Marketing And Purchasing; Canada; Jeep TJ; Male

13. Daniels C. The rise of men's mags. *Marketing Magazine* . 2003 Sep 22;108(32):18-n/a. Available from:

http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Marketing+Magazine&rft.atitle=The+rise+of+men%26amp%3B%2339%3Bs+mags&rft.au=Daniels%2C+Chris&rft.aulast=Daniels&rft.aufirst=Chris&rft.date=2003-09-22&rft.volume=108&rft.issue=32&rft.space=18&rft.isbn=&rft.btitle=&rft.title=Marketing+Magazine&rft.issn=11964650<http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/227173432?accountid=14656>.

Keywords: 7000:Marketing; 8690:Publishing industry; 9172:Canada; Business And Economics--Marketing And Purchasing; Canada

Abstract: While the folks at both UMM and Toro say they target different readers (Toro older and more upscale), the publications are chasing many of the same ad categories, if not advertisers. Although UMM's usual ad line-up includes edgy brands like Harley-Davidson and Sony PlayStation, this September it will run its

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first automotive ad from General Motors of Canada. UMM also broke into the men's grooming category with its first ad from Gillette. (A full-page ad in UMM costs \$8,200.).

14. Martin K. Boys read. Marketing Magazine . 2003 Jan 20;108(2):11. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Marketing+Magazine&rft.atitle=Boys+read&rft.au=Martin%2C+Kathleen&rft.aulast=Martin&rft.aufirst=Kathleen&rft.date=2003-01-20&rft.volume=108&rft.issue=2&rft.spage=11&rft.isbn=&rft.btitle=&rft.title=Marketing+Magazine&rft.issn=11964650http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/227184787?accountid=14656.

Keywords: 7200:Advertising; 8690:Publishing industry; 9172:Canada; Business And Economics--Marketing And Purchasing; Canada

Abstract: Watch was also distributed free of charge through Canadian high schools. In 2000, however, the magazine ceased publication, and Youth Culture leapt firmly into the world of gender-specific teen magazines. The company launched a teen girl lifestyle magazine called Verve. But, instead of channeling all its energy into the teen-girl market, Youth Culture split its effort and also launched Fuel--of all things, a lifestyle magazine aimed at teen boys--which remains the only of its genre in Canada.

15. Wansbrough G. Men's health not topic in popular media. Medical Post . 2002 Dec 31;38(46):33. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Acbcacomplete&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Medical+Post&rft.atitle=Men%26amp%3B%2339%3Bs+health+not+topic+in+popular+media&rft.au=Wansbrough%2C+Gillian&rft.aulast=Wansbrough&rft.aufirst=Gillian&rft.date=2002-12-31&rft.volume=38&rft.issue=46&rft.spage=33&rft.isbn=&rft.btitle=&rft.title=Medical+Post&rft.issn=00257435http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/228801251?accountid=14656.

Keywords: 7000:Marketing; 8690:Publishing industry; 9172:Canada; Canada; McCreary,Don; Medical Sciences; Men; Men's Health; Rich,Barry

Abstract: Dr. Don McCreary (PhD), a men's health researcher and member of the board of directors of the Toronto Men's Health Network, says it's troubling to see

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so little media coverage, especially since men are more likely than women to die from 14 out of the 15 leading causes of death in Canada. Even Men's Health Awareness Week received no coverage last year by Toronto media, he told the Medical Post.

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Sociological Abstracts – 7 items

1. Craig AW. Costly signaling and social valuation: A multi-method examination of social information processing. Dissertation Abstracts International, A: The Humanities and Social Sciences . 2012;72(08):2894. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/Sociological+Abstracts&rft_val_fmt=info:ofi/fmt:kev:mtx:dissertation&rft.genre=dissertations+%26+theses&rft.jtitle=&rft.atitle=&rft.au=Craig%2C+Adam+W&rft.aulast=Craig&rft.aufirst=Adam&rft.date=2012-01-01&rft.volume=&rft.issue=&rft.page=&rft.isbn=9781124646336&rft.btitle=&rft.title=Costly+signaling+and+social+valuation%3A+A+multi-method+examination+of+social+information+processing&rft.issn=http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/1018353327?accountid=14656.

PMID/UI: AN - 1018353327; 201216601

Keywords: *Advertising; *Biology; *Brain; *Consumers; *Heterogeneity; *Males; *Sex Ratio; *Stimuli; *Values; 0317 Biology,Neuroscience 0338 Business Administration,Marketing 0451 Psychology,Social; 7777: Sociology; dissertation; Female; Male; methods; Motivation; psychology; Risk; Risk-Taking

Abstract: Marketers frequently use provocative tactics in order to capture consumers' interest in brands, products, and messages. Often, advertisements depict attractive, sexually suggestive models even when the image has little to do with the product message. Retail settings are also engineered to utilize attractive sales associates. Importantly, research demonstrates that incidental exposure to such sexual stimuli lead male consumers to choose smaller, more immediate rewards and to spend more of their resources to signal social status. Marketers might look at these effects and see them as evidence of the old business adage, "Sex Sells." This adage is consistent with a reward sensitive perspective from psychology and neuroscience: attractive individuals of the opposite sex increase status signaling through motivation for reward. However, both advertisements and retail environments contain more complex (i.e., heterogeneous) social groups. It is unclear how same-sex presences may impact status and reward seeking behavior. Drawing upon theory from biology and psychology, I examine the effects of sex ratios in ads (ratio of opposite to same sex stimuli) and propose a ratio sensitive reward model, which suggests that status signaling increases as the ratio becomes more competitive. Data from six behavioral studies support the ratio sensitive reward model for both male and female participants: advertisements containing intrasexual competition increase status signaling (price willing-to-pay, product preference, and conspicuous social risk taking) in comparison to those containing only the opposite sex. Finally, I utilize

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NeuroEconomic theory and methods to develop a novel functional magnetic resonance imaging (fMRI) paradigm to examine how the presence of competition modulates the brain's encoding of reward value (i.e., desirability) in the Nucleus Accumbens. Activation increases in the Accumbens during the viewing of attractive, opposite sex faces when perceived in proximity to competition. Overall, the results demonstrate both the effects of heterogeneous social group composition on consumer behavior and the neural reward system's contextual sensitivity. Copies of dissertations may be obtained by addressing your request to ProQuest, 789 E. Eisenhower Parkway, P.O. Box 1346, Ann Arbor, MI 48106-1346. Telephone 1-800-521-3042; e-mail: dispub@umi.com.

2. Nettelhorst SC, Brannon LA. The effect of advertisement choice, sex, and need for cognition on attention. *Computers in Human Behavior*. 2012 Jul 1;28(4):1315-20. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3A%3Aocabshell&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft_genre=article&rft.jtitle=Computers+in+Human+Behavior&rft.atitle=The+effect+of+advertisement+choice%2C+sex%2C+and+need+for+cognition+on+attention&rft.au=Nettelhorst%2C+Stephen+C%3BBannon%2C+Laura+A&rft.aulast=Nettelhorst&rft.aufirst=Stephen&rft.date=2012-07-01&rft.volume=28&rft.issue=4&rft.page=1315&rft.isbn=&rft.btitle=&rft.title=Computers+in+Human+Behavior&rft.issn=07475632http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/1081866956?accountid=14656.

PMID/UI: AN - 1081866956; 201236075

Keywords: *Advertising; *Choices; *Females; *Males; *Marketing; *Needs; *Television; 0828: mass phenomena; communication; Advertisement choice Sex differences Need for cognition Attention Selective exposure; article; Female; Male
Abstract: A recent study showed that choice of advertisement content affected attention for female but not male viewers (Nettelhorst & Brannon, 2012). This study extended that work by assessing the effect of choice difficulty and the moderation of viewers' need for cognition (Cacioppo & Petty, 1982) on attention. Participants were either allowed or not allowed to choose which advertisement to watch after watching a television skit. Next, participants watched an advertisement and rated their amount of attention towards it. Results showed that males were not influenced by the choice manipulation, but females had significantly greater attention after making the difficult choice. Similarly, high need for cognition individuals were not influenced by the choice manipulation, but low need for cognition individuals had significantly greater attention after making the difficult choice. These results suggest that choice in of itself is not a sufficient means of increasing viewer attention towards an

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advertisement. Instead the choice must be between options which are attractive to the viewer. In addition, advertisement choice should be an effective marketing tool particularly for female viewers or those with low need for cognition in general. [Copyright Elsevier Ltd.].

3. Seidenberg AB, Rodgers EJ, Rees VW, Connolly GN. Youth access, creation, and content of smokeless tobacco ("dip") videos in social media. *Journal of Adolescent Health* . 2012 Apr 1;50(4):334-8. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Aasocabshell&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft_genre=article&rft.jtitle=Journal+of+Adolescent+Health&rft.atitle=Youth+Access%2C+Creation%2C+and+Content+of+Smokeless+Tobacco+%28%22Dip%22%29+Videos+in+Social+Media&rft.au=Seidenberg%2C+Andrew+B%3BRodgers%2C+Elizabeth+J%3BRees%2C+Vaughan+W%3BConnolly%2C+Gregory+N&rft.aulast=Seidenberg&rft.aufirst=Andrew&rft.date=2012-04-01&rft.volume=50&rft.issue=4&rft.spage=334&rft.isbn=&rft.btitle=&rft.title=Journal+of+Adolescent+Health&rft.issn=1054139Xhttp://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/1030868512?accountid=14656.

PMID/UI: AN - 1030868512; 201229846

Keywords: *Adolescents; *Internet; *Males; *Mass Media; *Public Health; *Smoking; *Videotape Recordings; *Whites; *Youth; 2045: sociology of health and medicine; sociology of medicine & health care; Adolescent; article; Male; methods; Prevalence; Tobacco Social media Youth

Abstract: Background: Smokeless tobacco (SLT) use among white adolescent males has increased in recent years, and prevalence of SLT use among adolescent males exceeds that for smoking in several U.S. states. Recent reports have described the presence of cigarette-related content on social media Web sites popular among youth; however, little has been reported on SLT content. Methods: The YouTube video search engine was searched for the popular SLT brand Skoal, and the first 50 search results were downloaded. Video statistics data were collected for and content analysis was performed on all videos featuring smokeless use (82%). Access to SLT YouTube videos by youth was also determined by assessing whether YouTube permits youth viewing and creation of SLT videos. Results: Mean number of views for videos analyzed was 15,422, and the most watched video had 124,276 views. Descriptions of SLT flavor/smell and social references/interactions were found in 48.8% and 63.4% of videos, respectively. By contrast, references to drug (nicotine) effects (12.2%) and public health messaging (9.8%) were less common. None of the SLT videos in the sample had restrictions that would block youth viewing. In addition, evidence of self-

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identified youth creating SLT videos was found for 13% of unique users in the sample. Conclusions: YouTube does not restrict youth from creating or viewing "dip videos." Proactive efforts are needed to ensure that YouTube and other online media do not become influential vehicles for tobacco promotion to youth. [Copyright The Society for Adolescent Medicine; published by Elsevier Inc.].

4. Skorek M, Dunham Y. Self-Enhancement Following Exposure to Idealized Body Portrayals in Ethnically Diverse Men: A Fantasy Effect of Advertising. *Sex Roles* . 2012 May;66(9-10):655-67. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Asocabshell&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=article&rft.jtitle=Sex+Roles&rft.atitle=Self-Enhancement+Following+Exposure+to+Idealized+Body+Portrayals+in+Ethnically+Diverse+Men%3A+A+Fantasy+Effect+of+Advertising&rft.au=Skorek%2C+Magorzata%3BDunham%2C+Yarrow&rft.aulast=Skorek&rft.aufirst=Magorzata&rft.date=2012-05-01&rft.volume=66&rft.issue=9-10&rft.spage=655&rft.isbn=&rft.btitle=&rft.title=Sex+Roles&rft.issn=03600025http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/1002516401?accountid=14656.

PMID/UI: AN - 1002516401; 16516145

Keywords: Female; Male; Men; methods; psychology

Abstract: Viewing idealized body portrayals of men and women in advertising is known to have negative effects on men's self-esteem and body dissatisfaction, but little research investigates these effects across race/ethnicity. Racial minorities tend to idealize larger bodies than Whites and so might respond differently to advertising influences. We investigated whether exposure to idealized portrayals of male and female bodies in TV advertisements has different effects on men of different race/ethnicity. Additionally, we investigated whether implicit methods reveal different results than self-reports. One hundred and sixty Asian, Hispanic, and White American male undergraduates from a university in California (USA) were randomly assigned to watch TV advertisements portraying thin women, muscular men, or watched no ads. Their implicit self-esteem was measured using the Implicit Association Test, and a questionnaire assessed explicit self-esteem, actual-ideal body discrepancy, and perception of weight-related health-risks. Exposure to portrayals of muscular men decreased actual-ideal body discrepancy in all men. Exposure to portrayals of thin women increased men's implicit but not explicit self-esteem in Asian and Hispanic men only. Both these findings are consistent with a self-enhancing role of exposure to idealized male and female bodies in advertising, which

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is often referred to as a "fantasy effect". This study provides evidence that media exposure interacts with culturally local body ideals and so can produce varying effects in different racial/ethnic groups. This result could have important implications for interventions.

5. Vega MY, Spieldenner AR, DeLeon D, Nieto BX, Stroman CA. SOMOS: evaluation of an HIV prevention intervention for Latino gay men. *Health Education Research* . 2011;26(3):407-18. Available from:

http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Asocabshell&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=article&rft.jtitle=Health+Education+Research&rft.atitle=SOMOS%3A+evaluation+of+an+HIV+prevention+intervention+for+Latino+gay+men&rft.au=Vega%2C+Miriam+Y%3BSpieldenner%2C+Andrew+R%3BDeLeon%2C+Dennis%3BNieto%2C+Bolivar+X%3BStroman%2C+Carolyn+A&rft.aulast=Vega&rft.aufirst=Miriam&rft.date=2011-01-01&rft.volume=26&rft.issue=3&rft.space=407&rft.isbn=&rft.btitle=&rft.title=Health+Education+Research&rft.issn=02681153http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/889772378?accountid=14656

PMID/UI: AN - 889772378; 15601572

Keywords: Attitude; education; HIV; Homophobia; Homosexuals; Infection; Latin American people; Male; Medical Sciences; Men; Preventive programmes; Risk; Sexual Partners; Social Marketing; Social Support

Abstract: Latino gay men face multiple barriers to human immunodeficiency virus (HIV) prevention, in particular a lack of intervention programs that integrate prevention messages with cultural norms and address issues of social marginalization from multiple communities (gay community and Latino community), homophobia and racism. In order to address these specific issues, a multilayered HIV intervention was designed to incorporate and integrate psychosocial and community factors through multiple session groups, social marketing and community presentations. Participants learned strategies for effective community leadership and were encouraged to provide HIV education and address internalized homophobia in their communities. There were a total of 113 Latino gay male participants. Pretests and post-tests at 90-day follow-up were administered to measure knowledge, attitudes and behaviors related to HIV infection, self-efficacy, internalized homophobia and connectedness (i.e. gay community affiliation and social provisions); a risk index was calculated to measure level of behavioral risk for HIV infection. Participants demonstrated lower risk indices and a decrease in partners at 3 and 6 months after the intervention. There was also an increase in reported social support resources, along

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with an increase in group identification. Connectedness was a strong predictor of the number of sexual partners at the 90-day follow-up. This homegrown program represents a culturally responsive, highly needed and relevant intervention that should be subjected to further rigorous testing.

6. Vet R, de Wit JBF, Das E. The efficacy of social role models to increase motivation to obtain vaccination against hepatitis B among men who have sex with men. *Health Education Research* . 2011;26(2):192-200. Available from:
http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Asocabshell&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft_genre=article&rft.jtitle=Health+Education+Research&rft.atitle=The+efficacy+of+social+role+models+to+increase+motivation+to+obtain+vaccination+against+hepatitis+B+among+men+who+have+sex+with+men&rft.au=Vet%2C+R%3Bde+Wit%2C+JBF%3BDas%2C+E&rft.aulast=Vet&rft.aufirst=R&rft.date=2011-01-01&rft.volume=26&rft.issue=2&rft.spage=192&rft.isbn=&rft.btitle=&rft.title=Health+Education+Research&rft.issn=02681153http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/889772480?accountid=14656.

PMID/UI: AN - 889772480; 15601561

Keywords: Communication; England; Governance; Health Promotion; Housing; Infection; Medical Sciences; Men; Motivation; Regulation; Risk; Social housing; Tenants

Abstract: This study assessed the effects of role models in persuasive messages about risk and social norms to increase motivation to obtain hepatitis B virus (HBV) vaccination in men who have sex with men (MSM). MSM at risk for HBV in The Netherlands (N = 168) were recruited online via a range of websites and were randomly assigned to one of four conditions in a 2 (risk communication: yes and no) x 2 (social norms communication: yes and no) factorial design. In each condition, participants subsequently provided self-completed assessments of their perceived risk of HBV infection, perceived social norms regarding HBV vaccination and their intention to obtain vaccination against HBV. Risk communication and social norms communication that used social role models were effective in significantly increasing men's intention to obtain vaccination against HBV. No additive effect was found for a combined message. Mediation analyses showed that communications influenced intention via perceived risk and social norms. Findings extend previous theorizing and research and show that both role model-based risk communication and social norms communication can be effective in increasing intentions to obtain HBV vaccination in MSM. This knowledge contributes to the development of effective health promotion to increase HBV vaccination in MSM.

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7. Wray RJ, McClure S, Vijaykumar S, Smith C, Ivy A, Jupka K, et al. Changing the conversation about prostate cancer among African Americans: results of formative research. *Ethnicity & Health* . 2009 Feb;14(1):27-43. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Aasocabshell&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=article&rft.jtitle=Ethnicity+%26+Health&rft.atitle=Changing+the+conversation+about+prostate+cancer+among+African+Americans%3A+results+of+formative+research&rft.au=Wray%2C+Ricardo+J%3BMcClure%2C+Stephanie%3BVijaykumar%2C+Santosh%3BSmith%2C+Christopher%3BIvy%2C+Andrae%3BJupka%2C+Keri%3BHess%2C+Richard&rft.aulast=Wray&rft.aufirst=Ricardo&rft.date=2009-02-01&rft.volume=14&rft.issue=1&rft.spage=27&rft.isbn=&rft.btitle=&rft.title=Ethnicity+%26+Health&rft.issn=13557858http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/61766870?accountid=14656.

PMID/UI: AN - 61766870; 200925848

Keywords: *Black Americans; *Cancer; *Communication; *Decision Making; *Discourse; *Evaluation; *Males; *Risk; 2045: sociology of health and medicine; sociology of medicine & health care; African Americans; article; Attitude; Communication; Decision Making; diagnosis; education; England; Focus Groups; Health Education; Health Promotion; Mass Media; Men; Mental Health; mortality; New England; New York City; Preventive Medicine; Prostate; Risk; therapy; Treatment Outcome; utilization

Abstract: Objectives. To understand obstacles to and opportunities for improving prostate cancer communication to and within African American communities.

Design. Researchers conducted interviews with 19 community leaders and five focus groups with healthy men and survivors. The team also conducted process evaluations of two outreach projects in which survivors spoke to African American men about prostate cancer and screening. Results. Three levels of obstacles to prostate cancer screening and treatment were identified. Individual-level obstacles included limited knowledge about the condition, about prevention and treatment, and fear of cancer. Socio-cultural barriers included distrust of the medical system, lack of a provider for routine and preventive care, reluctance to talk about cancer, and aversion to aspects of screening. Institutional deficits included the scarcity of educational efforts targeting prostate cancer. Outreach project evaluations suggested that survivors can be effective in building prostate cancer knowledge, promoting positive attitudes toward screening, and fostering conversations about prostate cancer. Educational efforts included little information about screening risks and decision-making however.

Conclusions. The findings suggest that most potent interventions may combine

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survivor-led education with mass media and institution-based outreach. Such comprehensive programs could shift social norms that inhibit conversation and foster fear, leading in turn to more informed decisions and better treatment outcomes. Adapted from the source document.

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ABI/Inform Global (American Business Index [International]) – 12 items

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Keywords: 7100:Market research; 8320:Health care industry; 9130:Experimental; theoretical; 9175:Western Europe; Attitude; Consumer; Consumer Education And Protection; Focus Groups; Health Promotion; Ireland; Life Expectancy; Men; mortality
Abstract: This paper explores men's behaviour and attitudes in relation to health matters. It reports on the first stage of a wider project aimed at increasing the effectiveness of skin cancer awareness messages aimed at men. The project focuses on men over 50 from an area of socio-economic disadvantage, since these men tend to have the lowest life expectancies in general, and the highest incidences of mortality for skin cancer both at a national and international level. The research was conducted through community-based focus groups and while the sample was relatively small, it produced some interesting outcomes in terms of how this cohort audited and responded to public health promotion campaigns, how they perceive cancer and health issues in general, how they respond to health issues, and how they view both the public health service in Ireland and the ways health professionals relate to them. The paper raises questions about the possible mixed benefits of testimonial-based advertising. It also indicates that there may be further layers of complexity connected to identity, fatalism, problem solving and respectful treatment that have not been sufficiently articulated in the literature.
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Keywords: 7000:Marketing; 9130:Experiment; theoretical treatment; 9190:United States; Adult; Business And Economics--Marketing And Purchasing; Female; Male; Social Marketing; United States--US; Young Adult

Abstract: This paper examines the topical issue of discouraging young adults from engaging in distracted driving behaviors. While the focus of the paper is on the effectiveness of fear appeals in achieving this objective, the paper also considers the role that distracted driving laws might play. In an experiment involving 840 young adults, the authors examined whether social marketing fear appeals (1) changed participants' beliefs about distractions caused by four unsafe driving behaviors and (2) influenced participants' intentions of engaging in those behaviors. After viewing two fear appeals, participants rated the behaviors as more distracting than they previously believed. However, they reported increased intentions of engaging in the behaviors (a boomerang effect). As the authors examined their participants' responses to open-ended questions, they found some evidence concerning the possible effectiveness of distracted driving laws. The males in their study were much more likely than females to suggest using laws and legal action to discourage distracted driving.

Abstract: This paper examines the topical issue of discouraging young adults from engaging in distracted driving behaviors. While the focus of the paper is on the effectiveness of fear appeals in achieving this objective, the paper also considers the role that distracted driving laws might play. In an experiment involving 840 young adults, the authors examined whether social marketing fear appeals (1) changed participants' beliefs about distractions caused by four unsafe driving behaviors and (2) influenced participants' intentions of engaging in those behaviors. After viewing two fear appeals, participants rated the behaviors as more distracting than they previously believed. However, they reported increased intentions of engaging in the behaviors (a boomerang effect). As the authors examined their participants' responses to open-ended questions, they found some evidence concerning the possible effectiveness of distracted driving laws. The males in their study were much more likely than females to suggest using laws and legal action to discourage distracted driving.

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Keywords: Adult; Bisexuality; California; Condoms -- utilization; Cross-Sectional Studies; Female; Health Knowledge, Attitudes, Practice; Health Promotion -- methods; Heterosexuality; Hispanic Americans -- psychology; Hispanic Americans -- statistics & numerical data; HIV; HIV Infections -- ethnology; HIV Infections -- prevention & control; Humans; Infection; Male; Medical Sciences; Men; Questionnaires; Risk; Social Marketing; transmission

Abstract: We evaluated the effectiveness of Hombres Sanos [Healthy Men] a social marketing campaign to increase condom use and HIV testing among heterosexually identified Latino men, especially among heterosexually identified Latino men who have sex with men and women (MSMW). Hombres Sanos was implemented in northern San Diego County, California, from June 2006 through December 2006. Every other month we conducted cross-sectional surveys with independent samples of heterosexually identified Latino men before (n=626), during (n=752), and after (n=385) the campaign. Respondents were randomly selected from 12 targeted community venues to complete an anonymous, self-administered survey on sexual practices and testing for HIV and other sexually transmitted infections. About 5.6% of respondents (n=98) were heterosexually identified Latino MSMW. The intervention was associated with reduced rates of recent unprotected sex with both females and males among heterosexually identified Latino MSMW. The campaign was also associated with increases in perception of HIV risk, knowledge of testing locations, and condom carrying among heterosexual Latinos. Social marketing represents a promising approach for abating HIV transmission among heterosexually identified Latinos, particularly for heterosexually identified Latino MSMW. Given the scarcity of evidence-based HIV prevention interventions for these populations, this prevention strategy warrants further investigation.

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Keywords: 9130:Experiment/theoretical treatment/Advertising And Public Relations/Attitude/Consumer/Female/Gender/Male/Men

Abstract: The study examines men and women's perceptions of negative information about a female or male celebrity endorser. Negative information was found to hurt celebrities' reputations and sponsors' brands across a variety of effectiveness measures. Gender congruency between consumers and celebrities did impact attitudes, but was not found to interact with the processing of negative information. Implications for advertisers are addressed. [PUBLICATION ABSTRACT]

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Keywords: 7100:Market research; 7200:Advertising; 8302:Software & computer

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services industry; 9000:Short article; 9175:Western Europe; Communications; Men; Online

Abstract: The advent of online gaming has opened up an enormous audience to advertisers. Online games for PC or consoles are increasingly designed with blank updatable advertising hoardings so in-game campaigns can be served dynamically and targeted at particular demographic groups relatively easily. There's also plenty of evidence that in-game advertising works.

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Keywords: Health Promotion; Infection; Medical Sciences; Men; Obesity; Safe Sex; Sexually Transmitted Diseases; Unsafe Sex

Abstract: Purpose - Sexual health promotion aimed at men who have sex with men (MSM) is not achieving its objective of reducing the incidence of new infections of sexually transmitted diseases, notably HIV/AIDS, in the MSM population. The paper aims to raise awareness of possible unintended consequences when using visual culture and advertising techniques in the field of sexual (and other) health promotion and public health messages. Design/methodology/approach - Using critical textual analysis and drawing on visual culture methodology the approach is to critique current practice and suggest alternative ways to approach gay men's sexual health which are not predicated on a 'model' gay man. Findings - Men who have sex with men (MSM) are constructed through sexual health promotion (SHP) literature as young, hedonistic and irrational which may serve to distance the very audience it seeks to attract and address. What may at first appear to be a targeted and helpful initiative to raise awareness may inadvertently have the simultaneous and unanticipated effect of 'selling' unsafe sex rather than promoting safe sex. This is because,

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first, the use of sexual imagery designed to attract attention works in unanticipated ways. Second, MSM are constructed through the images and language used in ways that may be at best unhelpful and potentially quite harmful. Research limitations/implications - There are many different approaches and interventions in this field and the criticisms here may not be applicable to many of the other sources of health promotion awareness campaigns. Future research could certainly be conducted in other fields of health promotion and public health issues such as obesity, drug and alcohol abuse and smoking cessation. Practical implications - Health promotion practice should beware of depicting their audience in stereotypical ways. MSM could be constructed far more positively as role models to be followed instead of bad examples to be avoided. Originality/value - The methodology is new to this field and the findings provide an original basis for criticism of advertising techniques which have until now formed the basis of this type of public awareness-raising.

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Keywords: 7200:Advertising; 8330:Broadcasting & telecommunications industry; 8690:Publishing industry; 9175:Western Europe; Business And Economics--Marketing And Purchasing; Men; United Kingdom--UK
Abstract: Mobile phone brand O2 wanted to build on its sporting credentials and produce an integrated media first that targeted 18- to 34-year-old men. Emap's creative sales and editorial teams, working with O2, identified football as a key route to market. O2 identified the FHM brand as having the necessary credentials and the FHM O2 Cup was born. Over eight months, 20 pages appeared as pure editorial, albeit based around O2's design and marketing cues. FHM and O2 created an effective editorial property with more than 800 teams registering to take part, delivering a new and relevant integral sub-brand.

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Keywords: 7200:Advertising/8331:Internet services industry/9179:Asia & the Pacific/Aged/Business And Economics--Banking And Finance/Internet/Male/Men/Online
Abstract: Its new online campaign begins Aug. 16 with ads on Heavy.com, a music-and-video Web site targeted at young men. The site's slogan: "Because TV sucks." Foster's ad agency, WPP Group's Ogilvy & Mather, will also produce and post on various Web sites a series of comedic videos aimed at promoting Foster's SABMiller, which licenses the Foster's brand in the U.S., says the beer's relatively small ad budget couldn't buy enough TV spots to make it worthwhile. Last year, Foster's spent \$5 million on TV advertising, according to TNS Media Intelligence. TV also wasn't reaching enough young men, says Gary Cattell, Foster's brand director. The average age of Foster's drinkers was about 30, older than its target of men legally drinking beer for the first time, aged 21 to about 25, he says. If the initial Internet ads aren't effective, Foster's will tweak them but it won't go back to TV advertising, Mr. Cattell says. SABMiller's decision won't affect ad campaigns outside the U.S. because the company doesn't own the Foster's brand anywhere else in the world
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Keywords: 7200:Advertising; 8610:Food processing industry; 9000:Short article; 9190:United States; Business And Economics--Marketing And Purchasing; United States; US

Abstract: Columnist Jonah Bloom was somewhat surprised last week when Ad Age's Jim Arndorfer, who reported the debut of the "High Life man" in 1998, learned Miller was planning to terminate this gem of a campaign. In an era when much advertising feels fake, especially brewers' ads, which tend to depict too-preened girlymen prancing around predictably beautiful women, the High Life man has been an honest, authentic campaign that regular beer drinkers could relate to. It was the rare example of a campaign that appealed to young hipsters, and even some frat boys, without alienating the more-mature drinker. Rarer still, it combined art and effectiveness.

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Keywords: 0338:Marketing/0708:Mass media/Attitude/Communication/Communication and the arts/Communications/Consumer/dissertation/Female/Gender/Generation Y/Interactivity/Internet/Internet advertising/Male/Mass Media/Online/Social sciences

Abstract: This paper discusses an examination of the differences in the ways

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males and females; engage with and perceive Internet advertising. Specifically, commercial Web sites were analyzed to better understand the role of gender within online consumer behavior, its effect on interactivity and advertising effectiveness and the implications for online marketing communications. Gender differences in Internet advertising are first explored by analyzing gender in relation to interactivity. This exploration will be based upon dimensions of consumers' online behavior, referred to as user processes, and consumers' beliefs about the interactive communication environment, or user perceptions, in relation to three types of features, which are human-to-human, human-to-computer and human-to-content (McMillan, 2002). Further, gender differences in advertising effectiveness are examined by analyzing attitudes towards the site, attitudes towards the brand and purchase intention. Past research in exploring gender differences online is limited, especially for corporate Web sites, and research exploring gender and its influence on interactivity is almost non-existent. This study examines gender differences in Internet advertising by conducting both computer observation with screen capturing software and by administering a survey. The users examined are traditional college age students, 18-23, which fall into the category of Generation Y, a group of consumers, which are online in great numbers, have considerable spending power and are classified as "computer savvy" (Pew Internet and American Life Project, 2005)

11. Smith KH, Stutts MA. Effects of short-term cosmetic versus long-term health fear appeals in anti-smoking advertisements on the smoking behaviour of adolescents. *Journal of Consumer Behaviour* . 2003 Dec;3(2):157-77. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Aabiglobal&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Journal+of+Consumer+Behaviour&rft.atitle=Effects+of+short-term+cosmetic+versus+long-term+health+fear+appeals+in+anti-smoking+advertisements+on+the+smoking+behaviour+of+adolescents&rft.au=Smith%2C+Karen+H%3B+Stutts%2C+Mary+Ann&rft.aulast=Smith&rft.aufirst=Karen&rft.date=2003-12-01&rft.volume=3&rft.issue=2&rft.spage=157&rft.isbn=&rft.btitle=&rft.title=Journal+of+Consumer+Behaviour&rft.issn=14720817<http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/195022820?accountid=14656>. PMID/UI: ABI-INFORM: prod.academic_MSTAR_195022820
Keywords: 7200:Advertising; 9130:Experimental; theoretical; 9190:United States; Adolescent; Consumer Education And Protection; Female; Internet; Male; United States; US

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Abstract: A field study exposed 235 high school students to anti-smoking advertisements over a five-month period to test the effectiveness of short-term cosmetic versus long-term health fear appeals in preventing or reducing smoking. The study was a longitudinal experiment with two experimental groups and a control group. Smoking behaviour was measured prior to message exposure on television, in magazines and on the internet, and at the end of the study period. The primary results were that average smoking declined for subjects exposed to either type of anti-smoking fear appeal but not for the control group and short-term cosmetic fear appeals were more effective for males but long-term health fear appeals were more effective for females. [PUBLICATION ABSTRACT].

12. Whipple TW, McManamon MK. Implications of using male and female voices in commercials: An exploratory study. *Journal of Advertising* . 2002;31(2):79-91. Available from: http://gw2jh3xr2c.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF-8&rft_id=info:sid/ProQ%3Aabiglobal&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=unknown&rft.jtitle=Journal+of+Advertising&rft.atitle=Implications+of+using+male+and+female+voices+in+commercials%3A+An+exploratory+study&rft.au=Whipple%2C+Thomas+W%3B+McManamon%2C+Mary+K&rft.aulast=Whipple&rft.aufirst=Thomas&rft.date=2002-07-01&rft.volume=31&rft.issue=2&rft.page=79&rft.isbn=&rft.btitle=&rft.title=Journal+of+Advertising&rft.issn=00913367http://ezproxy.library.ubc.ca/login?url=http://search.proquest.com/docview/236553752?accountid=14656. PMID/UI: ABI-INFORM: prod.academic_MSTAR_236553752
Keywords: 7200:Advertising; 9130:Experimental; theoretical; 9190:United States; Advertising And Public Relations; Communication; Female; Gender; Male; Men; United States; US

Abstract: Male and female voices were evaluated in terms of their communication effectiveness in delivering advertising messages. It was hypothesized that the sex of presenters in ads has a significant effect on evaluations of commercials for gender-imaged products but not for products with no gender image (neutral products). As hypothesized, men and women were judged equally effective as presenters for neutral products. For a female-gender-imaged product, the sex of the spokesperson and the announcer significantly affected advertising evaluations. However, results showed that, for a male-gender-imaged product, the sex of the presenters had no impact on evaluations of the commercials. There is only one advertising scenario in which a male voice is preferred as a presenter. Implications of these findings for advertising practice are discussed.

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ERIC (Education Resources Information Center) – 23 items

1. Adams J, Neville S. Resisting the "Condom Every Time for Anal Sex" Health Education Message. *Health Education Journal* . 2012;71(3):386-94. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ966136&login.asp&site=ehost-live>; <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ966136&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ966136

Keywords: Acquired Immunodeficiency Syndrome (AIDS); Condoms; education; Foreign Countries; Health Education; Health Promotion; HIV; Infection; Interviews; Males; Marketing; Men; Negative Attitudes; New Zealand; Online; Safe Sex; Sexuality; Sexually Transmitted Diseases; Social Change; Social Marketing

Abstract: Objective: Ensuring men who have sex with men (MSM) adopt and maintain condom use for anal sex is a challenging health education goal. In order to inform the development of social marketing practices to encourage safe-sex practices, the views of MSM about a key HIV health education message ("using a condom every time for anal sex") were sought. Design: Individual and paired interviews were conducted face-to-face and online, with a total of 22 MSM who identified as low users of condoms. Transcripts of interviews were analysed thematically. Setting: Online and various locations in Auckland, New Zealand. Results: Two main themes were identified in relation to the men's views of the condom every time message: (a) awareness and appropriateness of the message; and (b) resistance to the message. The men interviewed reported a contradictory view with respect to the condom every time message. While it is viewed as an appropriate message for MSM as a group, for some individual men, particularly those in relationships, the message has little resonance. One solution offered was for the sexual practices of such men to be recognized and for appropriate and more relevant health education messages to be developed. Conclusion: Addressing the gulf between professional and (some) lay understandings of what is appropriate for messages that seek to encourage men to adopt and to maintain condom use, and therefore reduce the chances of HIV infection, remains a significant challenge for health promotion agencies.

2. Weichold K, Brambosch A, Silbereisen RK. Do Girls Profit More? Gender-Specific Effectiveness of a Life Skills Program against Alcohol Consumption in Early Adolescence. *Journal of Early Adolescence* . 2012;32(2):200-25. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ962932&login.asp&site=ehost-live>; <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ962932&login.asp&site=ehost-live>.

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eric&AN=EJ962932&login.asp&site=ehost-live.

PMID/UI: ERIC: EJ962932

Keywords: Adolescent; Adolescents; Communication; Daily Living Skills; Drinking; Early Adolescents; Gender; Gender Differences; Knowledge Level; Multivariate Analysis; Program Effectiveness; Program Implementation; Quasiexperimental Design; Role; Self Esteem

Abstract: This study investigated the effectiveness of a life skills program with regard to alcohol consumption, life skills, knowledge, and school bonding for young adolescents. The focus was on the moderating role of gender, based on the assumption that life skills programs may address specific needs of adolescent girls better than those of boys. The universal school-based life skills program IPSY (Information + Psychosocial competence = Protection) was implemented and evaluated over 3 years (longitudinal quasi-experimental design with four measurement points; N = 952, 10 years at T1). Results of (M)ANCOVAs revealed positive general program effects of IPSY on alcohol-related outcomes, life skills, knowledge, and school bonding. As expected, girls profited regarding knowledge of effective communication within groups and self-confidence, but not boys. In contrast, none of the other program effects was moderated by gender. Thus, the program, although lacking gender-specific components, worked well for both boys and girls during early adolescence. (Contains 4 tables.).

3. Cappon P. Exploring the "boy crisis" in education. [N.I.], Canadian Council on Learning; 2011.

Keywords: Achievement Gap; Australia; Barriers; Canada; education; Education Work Relationship; Educational Policy; Educational Research; Educational Trends; Elementary Secondary Education; Evidence; Female; Females; Foreign Countries; Gender; Gender Differences; Germany; Graduation Rate; High School Graduates; High Schools; Instructional Effectiveness; Intervention; Male; Males; Men; Models; Participation; Postsecondary Education; Program for International Student Assessment; Secondary Education; trends; United Kingdom; United States; Vocational Education

Abstract: The issue of the "boy gap" or "boy crisis" in education has been the subject of increasing attention across a number of Organization for Economic Cooperation and Development (OECD) countries. Given the importance of this issue and the need to better understand the situation in boys' education, this report draws on material and data from a review of websites, research reports and relevant data sources, as well as informal consultations with some official and expert sources, to scope out four main questions: (1) What is the situation regarding education and training participation and results for boys and men throughout the

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OECD, including post-secondary education and trades?; (2) Are there policies and practices in place to attenuate unfavourable trends?; (3) What are Canadian jurisdictions doing?; (4) What do individuals know about the success and failure of various models OECD-wide with a focus on Germany, the United States, Australia and the United Kingdom? Evidence of effectiveness of particular models or interventions is not easy to find. While frustrating, this is perhaps not surprising in light of the fact that the central question of the meaning and implications of this "boy gap" is freighted with complexity, ambiguity and uncertainty--and not a little controversy. A major meta-analysis of thousands of studies on the contribution of various factors affecting student achievement concludes that gender differences account for an impact of only 0.12 of a standard deviation, which raises the question of "why we are so constantly immersed in debates about gender differences in achievement--they are just not there." In other words, the similarities between males and females are much more striking than the differences, and, "overall, the differences between males and females should not be of major concern to educators. There is more variance within groups of boys and within groups of girls than there are differences between boys and girls." On the basis of this very quick, and admittedly non-comprehensive, review of materials from several jurisdictions on the topics identified, the "boy crisis" as a label, therefore, seems to be a potentially useful entry point into examination of a number of societal, cultural, educational, economic and labour-market issues of importance. But it should be viewed as just that--an entry point--highlighting the need for more nuanced and disaggregated attention to be paid to the various kinds of interventions that might be helpful in "attenuating" problematic outcomes for boys--or, more precisely, for particular sub-populations of boys. (Contains 4 tables and 63 footnotes.)

4. Friedman DB, Laditka SB, Laditka JN, Price AE. A Content Analysis of Cognitive Health Promotion in Popular Magazines. *International Journal of Aging and Human Development* . 2011;73(3):253-81. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ947187&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ947187&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ947187
Keywords: African Americans; Audiences; Coding; Cognitive Ability; Content Analysis; Diabetes; Dietetics; drug therapy; Evidence; Health Behavior; Health Promotion; Hypertension; Journal Articles; Mass Media; Men; Nonprofit Organizations; Periodicals; Physical Activities; Public Health; Risk; United States
Abstract: Health behaviors, particularly physical activity, may promote cognitive

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health. The public agenda for health behaviors is influenced by popular media. We analyzed the cognitive health content of 20 United States magazines, examining every page of every 2006-2007 issue of the highest circulating magazines for general audiences, women, men, African Americans, and the health conscious (n = 178). Diet was the greatest focus. Physical activity coverage was limited. Important behavior-related cognitive health risks, including hypertension and diabetes, were not mentioned. Publications for African Americans had little cognitive health content. Coverage of cognitive health was not commensurate with growing evidence that health behaviors may help to maintain it. Findings may be useful to public health officials, health care providers, non-profit organizations that promote cognitive health, individuals evaluating cognitive health information in popular media, and those responsible for magazines or other media. (Contains 3 tables and 2 figures.).

5. Gruchow HW, Brown RK. Evaluation of the Wise Guys Male Responsibility Curriculum: Participant-Control Comparisons. *Journal of School Health* . 2011;81(3):152-8. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ917971&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ917971&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ917971
Keywords: Adolescent; Adolescents; Attitude; Biology; Birth; Condoms; Contraception; Evaluation; Female; Females; Grade 7; Grade 8; Grade 9; Health Promotion; Likert Scales; Male; Males; methods; Middle School Students; Middle Schools; North Carolina; Pregnancy; Pretests Posttests; Prevention; Responsibility; Sexual Behavior; Sexuality; Sexually Transmitted Diseases; transmission; Youth Risk Behavior Survey
Abstract: Background: Although males are often the initiators of teen sexual activity, pregnancy prevention programs generally target females. To address this deficiency, the Wise Guys Male Responsibility Curriculum was developed to be delivered to adolescent males in weekly classroom sessions. Methods: Seventh grade participants (n = 124) in the Wise Guys program were compared to randomly selected controls (n = 106) at pretest (baseline), posttest, and 6-month follow-up data points. Comparisons were made on knowledge of sexual behavior and reproductive biology, knowledge of sexually transmitted disease (STD) transmission, desirable attitudes toward sex and appropriate behavior in sexual relationships; and on limited behavioral outcomes, including initiation of sexual activity, and use of condoms and contraception by sexually active adolescents.

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Results: Wise Guys participants demonstrated greater posttest and follow-up knowledge of sex and reproductive biology (p less than 0.000), greater knowledge of STD transmission (p less than 0.000), and higher rates of desirable attitudes toward sex and appropriate behavior in sexual relationships (p [less than or equal to] 0.013) than controls. Favorable behavioral changes were also reported among sexually active participants at follow-up. Conclusions: The Wise Guys curriculum effectively improves adolescent males' knowledge of sexual behavior and reproductive behavior, and their knowledge of STD transmission, and instills desirable attitudes toward sex and appropriate behavior in sexual relationships. The results also indicate that the curriculum may promote greater condom use and contraception among sexually active males. (Contains 5 tables.).

6. Kernsmith PD, Hernandez-Jozefowicz DM. A Gender-Sensitive Peer Education Program for Sexual Assault Prevention in the Schools. *Children & Schools* . 2011;33(3):146-57. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ937660&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ937660&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ937660
Keywords: Attitude; Attitude Change; Comprehensive School Health Education; Crime Prevention; education; Evaluation; Female; Gender Issues; High School Students; High Schools; Male; Peer Teaching; Pretests Posttests; Prevention; Program Effectiveness; Program Evaluation; Rape; Responsibility; Scores; Sensitivity Training; Student Attitudes
Abstract: This study evaluates a gender-sensitive peer education program emphasizing male responsibility for decreasing rape developed through a long-standing agency and school collaborative. Sessions were led by trained male and female high school leaders. Repeated surveying revealed that at posttest and three-month follow-up, the program decreased rape-tolerant attitudes among both male and female high school students. A social cognitive learning model--comprising connection to the school, similarity to peer educators, and evaluation of the presentation--predicted posttest and follow-up scores. Students who were strongly connected, similar to a peer, and interested in the presentation showed the greatest improvement. These findings indicate that increasing school belonging, including peer educators from a wide range of social circles, and adding more interesting program components may increase the effectiveness of future prevention programs.

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7. O'Hara BJ, Phongsavan P, Venugopal K, Bauman AE. Characteristics of Participants in Australia's Get Healthy Telephone-Based Lifestyle Information and Coaching Service: Reaching Disadvantaged Communities and Those Most at Need. *Health Education Research* . 2011;26(6):1097-106. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ947973&login.asp&site=ehost-live>; <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ947973&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ947973
Keywords: Adult; Adults; Advertising; Australia; Coaching (Performance); Comparative Analysis; Disadvantaged; Drinking; Eating Habits; education; Employment Level; Ethnicity; Female; Food; Foreign Countries; Gender Differences; Health Education; Health Promotion; Indigenous Populations; Intervention; Legislators; Men; Middle Aged; New South Wales; Obesity; Profiles; Program Descriptions; Public Health; Risk; Rural Areas; Smoking; Telecommunications; Television Commercials
Abstract: To address increasing rates of overweight and obesity, a population-based telephone intervention was introduced in New South Wales, Australia. The Get Healthy Information and Coaching Service[R] (GHS) offered participants a 6-month coaching program or detailed self-help information. Determining the population reach of GHS is of public health importance to ensure that the program reaches disadvantaged groups. This paper describes the socio-demographic and risk profile of participants (n = 4828) in the first 18 months of operations, determines how representative they are of the population, assesses changes in participants' socio-demographic profile and compares "information-only" and "coaching" participants. The results show that GHS users are representative of the adult population in relation to education, employment status, Aboriginal status, fruit and vegetable consumption and alcohol use. However, more female, middle-aged, English-speaking, rural and socially disadvantaged adults participated in GHS. Coaching Participants were more likely to be overweight and to be ex-smokers than the general population. There was substantial variability in GHS recruitment, when mass-reach television advertising was used, participants enrolled from a major city and from more disadvantaged communities. The GHS has broader population reach than many local interventions, but further efforts are needed to increase reach by Aboriginal communities, other minorities and men.
8. Reichert M, Hawley R. Reaching Boys: an international study of effective teaching practices. *Phi Delta Kappan* . 2010;91(4):35-40. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric>

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<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ868478&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ868478

Keywords: article; Australia; Canada; Educational Experience; Great Britain; Males; New Zealand; Outcomes of Education; Race; Single Sex Schools; Social Development; South Africa; Student Surveys; Teacher Effectiveness; Teacher Surveys; Teaching Methods; United States

Abstract: Despite a continuing stream of concern on the part of researchers, demographers, and cultural pundits about a crisis in boys' social development and schooling, surprisingly little attention has been paid to what is perhaps the richest pool of data: current, observable teaching practices that clearly work with boys. In schools of all types in all regions of the globe, many boys are thriving. Boys of limited, ordinary, and exceptional tested aptitude; boys of every economic strata; boys of all races and faiths--some of them--are appreciatively engaged and taught well every day. This article reports the results of a survey of teachers and students at boys' schools around the world which suggest that successful teaching practices with boys take advantage of the facts that boys are relational learners, that they elicit the kinds of teaching that they need, and that they respond to transitivity in lessons, that is, that some element of the lesson arouses and holds their interest.

9. Practice Notes: Strategies in Health Education. Health Education & Behavior . 2009;36(5):805-9. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ857553&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ857553&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ857553

Keywords: Adolescent; Adolescents; article; Cultural Awareness; Dating (Social); Diseases; education; Guidelines; Health Education; Hispanic Americans; Homosexuality; Infection; Internet; Males; Men; Norms; Online; Parent Participation; Parent School Relationship; Program Descriptions; Rewards; Safety; Sexually Transmitted Diseases; Workshops

Abstract: The "Practice Notes" section is intended to keep readers informed about health education practice around the country. It is an attempt to spread the word about exemplary strategies, initiatives, and programs and share successes in overcoming obstacles or challenges. This article features two new programs on health education: (1) Project FIESTA; and (2) Internet Dating and Safety. Project FIESTA was developed to increase parental involvement and effectiveness in an

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effort to increase completion rates of treatment for tuberculosis infection among Latino adolescents. The specific objective of this project was to increase parents' use of praise and rewards contingent on their adolescent's adherence to isoniazid. The Internet Dating and Safety workshop provided gay and nonidentified men who have sex with men (MSM) an opportunity to explore cultural norms of meeting sex partners online. In addition, it offered a set of personal safety guidelines for the initial contact, written in a culturally sensitive context reflecting MSMS' online dating patterns.

10. Arbreton A. making every day count: boys & girls clubs' role in promoting positive outcomes for teens. [N.I.], Public/Private Ventures; 2009.
Keywords: Academic Achievement; Adolescent Development; Adolescents; Adult; Adults; Attendance Patterns; Attitude Change; Behavior Change; Citizenship Education; Clubs; Ethnic Diversity; Evaluation; Grade 10; Grade 7; Grade 8; Grade 9; Health Behavior; Health Promotion; High School Students; High Schools; Individual Characteristics; Interaction; Interviews; Life Style; Low Income Groups; Middle School Students; Middle Schools; Participation; Program Effectiveness; Role; Youth; Youth Programs
Abstract: The third in a series of reports from P/PV's three-year study of the role Boys & Girls Clubs play in the lives of the youth they serve, "Making Every Day Count" examines how Club participation is related to youth's positive and healthy development in three outcome areas identified by Boys & Girls Clubs of America as central to its mission: good character and citizenship, academic success and healthy lifestyles. Out-of-school time can be ripe with positive opportunities for teens. The key is creating settings and options that are attractive to them and help sustain their participation in ways that promote healthy development. With their diversity of programs and opportunities, Boys & Girls Clubs provide a powerful setting for learning more about how to effectively serve teens and, ultimately, what levels of attendance may be necessary to promote positive outcomes. The report draws on several sources of data--surveys of a low-income, ethnically diverse sample of approximately 320 youth (starting when they were seventh and eighth graders and following them into the ninth and tenth grades), Club attendance records over a 30-month period, and in-depth interviews with a sample of ninth graders--to investigate the relationship between participation and outcomes. The findings show that teens who had higher levels of participation in the Clubs experienced greater positive change on 15 of 31 outcomes examined, including increases in integrity (knowing right from wrong) and academic confidence, decreases in incidents of skipping school, and a lower likelihood of starting to carry a weapon or use marijuana or alcohol. Qualitative data bolster these findings,

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providing insights from youth and staff about the practices and strategies that support the influence of the Club, as a whole, on youth's lives. The data suggest that there is a confluence of things the Clubs are doing right to serve teens and sustain their connection to the Club as they transition from middle school to high school. Interviewed staff and the teens spoke about the overall Club environment, the safe place it provides and the role of interactions with supportive adults and peers as crucial--and, in their view, more important than specific programming--in helping promote teens' positive development. The findings from the evaluation offer a promising picture of the role Clubs can play in the lives of teens; they also point to valuable lessons for the larger out-of-school-time field, where there is increasing interest in the question of how to effectively engage teens--a population that has been critically underserved in many low-income communities. Appendices include: (1) Club Programming, Staffing and Numbers; (2) Youth Interview and Survey Sample; (3) Outcome Measures; (4) Participation and Engagement; and (5) Outcomes Analyses. (Contains 25 tables, 2 figures, and 42 endnotes.) ["Making Every Day Count: Boys & Girls Clubs' Role in Promoting Positive Outcomes for Teens" was written with Molly Bradshaw, Jessica Sheldon, and Sarah Pepper.]

11. Ha EJ, Caine-Bish N. Effect of Nutrition Intervention Using a General Nutrition Course for Promoting Fruit and Vegetable Consumption among College Students. *Journal of Nutrition Education and Behavior* . 2009;41(2):103-9. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ833373&login.asp&site=ehost-live>; <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ833373&login.asp&site=ehost-live>. PMID/UI: ERIC: EJ833373
Keywords: Analysis of Variance; College Students; Dietetics; Diseases; Eating Habits; Feedback (Response); Female; Females; Food; Health Promotion; Higher Education; Intervention; Knowledge Level; Male; Males; Nutrition; Prevention; Program Effectiveness; Statistical Analysis; Vegetables
Abstract: Objective: To evaluate the effectiveness of implementing nutrition intervention using a general nutrition class to promote consumption of fruits and vegetables in college students. Design: 3-day food records were collected, verified, and analyzed before and after the intervention. Setting: A midwestern university. Participants: 80 college students, ages 18 to 24, participated in the study. Intervention: The intervention focused on nutrition knowledge related to prevention of chronic diseases, healthful dietary choices increasing fruit and vegetable consumption, dietary feedback, and interactive hands-on activities. Main Outcome Measures: Consumption of: total vegetable, fresh vegetable, starchy vegetable,

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french fries, vegetable juice, total fruit, fresh fruit, canned fruit, and fruit juice.

Analysis: Dependent t test was used to analyze the differences in pre- and posttest.

Analysis of variance was used to determine differences in dietary changes between groups. Results: Participants significantly increased consumption of not only total fruits and vegetables (P less than 0.005), but also fresh fruits and vegetables (P less than 0.005). Intake of french fries decreased significantly (P less than 0.05).

Females responded better to the intervention than males in increasing vegetable consumption (P less than 0.05). Conclusions and Implications: Class-based nutrition intervention focusing on prevention of chronic diseases is a cost-effective approach to increasing fruit and vegetable consumption among college students. (Contains 2 tables.).

12. Biddulph M. Rules of Engagement: Boys, Young Men and the Challenge of Effective Sex and Relationships Education. *Pastoral Care in Education: An International Journal for Pastoral Care & Personal-Social Education* . 2007;25(3):24-33. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ803380&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ803380&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ803380

Keywords: article; Attitude; Counseling Effectiveness; Counseling Techniques; Course Content; education; Elementary Secondary Education; Health Education; Health Promotion; Interpersonal Relationship; Males; Masculinity; Men; Sex Education; Sexuality; Student Attitudes

Abstract: Over the last decade, the relationship between boys, young men and sex and relationships education (SRE) is one that has been characterised by a history of problematising. One of the main difficulties lies with young men's engagement with the subject, and in this article I make a retrospective examination of recent classroom experience with young people and training with professionals who deliver SRE. In the exploration of how best to engage this client group, I argue that masculinity and sexuality are potent issues in their lives and an understanding of these helps explain patterns in young men's behaviour, sexual health and attitudes towards SRE. Autoethnography is used as a method of enquiry to produce short vignettes in which I evaluate my successes and failures with four different boys and young men in terms of engagement. From these primary data, I have distilled four key domains in the form of a framework that I offer as a springboard for researchers, policy-makers and practitioners to consider more positive implications for future practice.

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13. Flynn BS, Worden JK, Bunn JY, Dorwaldt AL, Connolly SW, Ashikaga T. Youth audience segmentation strategies for smoking-prevention mass media campaigns based on message appeal. *Health Education & Behavior* . 2007;34(4):578-93. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ809462&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ809462&login.asp&site=ehost-live> Back.
PMID/UI: ERIC: EJ809462
Keywords: Academic Achievement; Adolescent; Adolescents; Age Differences; Audiences; Elementary Secondary Education; Ethnic Groups; Gender; Gender Differences; Grade 10; Grade 11; Grade 12; Grade 4; Grade 5; Grade 6; Grade 7; Grade 8; Grade 9; Guidance; Health Behavior; Health Promotion; Intervention; Mass Media; Mass Media Effects; methods; Prevention; Race; Scores; Smoking; Youth
Abstract: Mass media interventions are among the strategies recommended for youth cigarette smoking prevention, but little is known about optimal methods for reaching diverse youth audiences. Grades 4 through 12 samples of youth from four states (n = 1,230) rated smoking-prevention messages in classroom settings. Similar proportions of African American, Hispanic, and White youth participated. Impact of audience characteristics on message appeal ratings was assessed to provide guidance for audience segmentation strategies. Age had a strong effect on individual message appeal. The effect of gender also was significant. Message ratings were similar among the younger racial/ethnic groups, but differences were found for older African American youth. Lower academic achievement was associated with lower appeal scores for some messages. Age should be a primary consideration in developing and delivering smoking-prevention messages to youth audiences. The unique needs of boys and girls and older African American adolescents should also be considered. (Contains 2 figures and 2 tables.).
14. Gahagan J, Rehman L, Barbour L, McWilliam S. The Preliminary Findings of a Study Exploring the Perceptions of a Sample of Young Heterosexual Males regarding HIV Prevention Education Programming in Nova Scotia, Canada. *Journal of HIV/AIDS Prevention in Children & Youth* . 2007;8(1):135-53. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ859606&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ859606&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ859606

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Keywords: Acquired Immunodeficiency Syndrome (AIDS); Barriers; Canada; Confidentiality; education; Female; Females; Focus Groups; Foreign Countries; Health Education; HIV; Interviews; Knowledge Level; Male; Males; Norms; Nova Scotia; Prevention; Sexual Orientation; Sexuality; Sexually Transmitted Diseases; transmission

Abstract: Despite the increasing numbers of young Canadian females becoming infected with HIV through heterosexual transmission with an infected male sexual partner, the majority of current HIV prevention programs and services in Canada continue to ignore the needs of young heterosexual males. This research is derived from 30 in-depth interviews, 9 focus groups and 13 in-depth interviews with sexual and reproductive health educators. The preliminary results of a province-wide, qualitative study on the sexual and reproductive needs of young sexually active males (n = 50) indicate that heterosexual males remain glaringly absent from HIV prevention programming in Nova Scotia. A number of key themes illustrate the current disconnect between sexual and reproductive health messages and the HIV prevention education needs of young heterosexual males. These themes include perceptions of male sexuality, peer norms, structural and attitudinal barriers to information, and confidentiality. This paper highlights these key themes in the context of focus groups conducted with a sample of young heterosexual males from across Nova Scotia, Canada. The paper concludes with possible directions for the development of healthy sexuality programming and HIV prevention education best practices for young, heterosexual males. (Contains 1 table.).

15. Lewis I, Watson B, Tay R, White KM. The role of fear appeals in improving driver safety: a review of the effectiveness of fear-arousing (threat) appeals in road safety advertising. *International Journal of Behavioral Consultation and Therapy* . 2007;3(2):203-22. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ801198&login.asp&site=ehost-live>; <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ801198&login.asp&site=ehost-live>. PMID/UI: ERIC: EJ801198
Keywords: Adolescents; Advertising; At Risk Persons; Behavior Change; Coping; Evidence; Fear; Male; Males; Models; Motor Vehicles; Role; Safety; Traffic Safety
Abstract: This paper reviews theoretical and empirical evidence relating to the effectiveness of fear (threat) appeals in improving driver safety. The results of the review highlight the mixed and inconsistent findings that have been reported in the literature. While fear arousal appears important for attracting attention, its contribution to behaviour change appears less critical than other factors, such as

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perceptions of vulnerability and effective coping strategies. Furthermore, threatening appeals targeting young males (a high-risk group of concern) have traditionally relied on the portrayal of physical harm. However, the available evidence questions the relevance, and hence effectiveness, of strong physical threats with this group. Consequently, further research is required to determine the optimum way to utilise fear in road safety advertising, as well as the type of threat(s) most effective with different road users. (Contains 6 footnotes.).

16. Ma X. Assessing School Effects on Dental Hygiene and Nutrition Behaviors of Canadian Adolescents. *Educational Review* . 2007;59(1):37-54. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ764183&login.asp&site=ehost-live>; <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ764183&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ764183

Keywords: Adolescent; Adolescents; Canada; Dental Health; Dentistry; Eating Habits; Educational Environment; Evidence; Female; Females; Food; Foreign Countries; Gender Differences; Health Behavior; Health Promotion; Hygiene; Male; Males; Nutrition; Parent Influence; Parent Role; Peer Influence; School Role; Secondary Education; Secondary School Students

Abstract: This study examines what school experiences influence dental hygiene and nutrition behaviors of Canadian adolescents from the 1998 Cross-national Survey on Health Behaviors in School-aged Children (HBSC). Multilevel analyses highlight the rare use of dental floss among adolescents. Females are more likely to brush and floss teeth than males. Effective schools in promoting good dental hygiene have positive disciplinary climate, positive peer environment, and positive sense of belonging to school. Results for nutrition behaviors highlight the decline in eating breakfast across grade levels. Males are more likely to eat breakfast and consume junk food than females. Effective schools in promoting healthy nutrition behaviors show strong parental support and positive peer influence. The evidence from this study indicates that school experiences are important to dental hygiene and nutrition behaviors of adolescents. (Contains 6 tables.).

17. Tsai CC, Chang CH. The Effect of Physical Attractiveness of Models on Advertising Effectiveness for Male and Female Adolescents. *Adolescence* (San Diego): an international quarterly devoted to the physiological, psychological, psychiatric, sociological, and educational aspects of the second decade of human life . 2007;42(168):827. Available from: <http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric>

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<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ783313&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ783313

Keywords: Adolescent; Adolescents; Advertising; Female; Interpersonal Attraction; Male; Models; Social Cognition

Abstract: This study investigates the effect of advertising with physically attractive models on male and female adolescents. The findings suggest that highly attractive models are less effective than those who are normally attractive. Implications of social comparison are discussed.

18. Larkin J, Andrews A, Mitchell C. Guy Talk: Contesting Masculinities in HIV Prevention Education with Canadian Youth. *Sex Education: Sexuality, Society and Learning* . 2006;6(3):207-21. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ831028&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ831028&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ831028

Keywords: Acquired Immunodeficiency Syndrome (AIDS); Adolescent; Adolescents; At Risk Persons; Canada; Definitions; education; Foreign Countries; Gender; Gender Issues; Health Behavior; Health Promotion; High School Students; High Schools; HIV; Male; Males; Masculinity; Norms; Prevention; Risk; Sex Role; Sexuality; Sexually Transmitted Diseases; Social Attitudes; South Africa; Stereotypes; Youth

Abstract: This paper takes up the concern that sexual health programs targeting adolescents may actually increase HIV risk among youth by reinforcing dominant versions of masculinity that portray males as sexually irresponsible and unconcerned about their health. If a key aim in HIV prevention education is a renegotiation of high-risk behavioral norms, an important consideration is the ways young people resist stereotypical gender norms that can lead to risky sexual practices. From this perspective, opening up spaces for the expression of counter-hegemonic masculinities may be an important health prevention strategy. In a study conducted in three urban Toronto high schools, we explore the ways students in mixed-sex groups supported or challenged dominant discourses of masculinity expressed through three themes: notions of male sexuality as unrestrained and unrestrainable; narrow definitions of sex; and concepts of "risk" and resistance to condom use. We argue that designing HIV prevention programs that "begin" with the exploration of alternative masculinities may be one way to fashion a framework

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for gender relations that can offer youth more effective prevention strategies.
(Contains 3 notes.).

19. Levi A, Chan KK, Pence D. Real men do not read labels: the effects of masculinity and involvement on college students' food decisions. *Journal of American College Health* . 2006;55(2):91-8. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ773150&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ773150&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ773150
Keywords: Cognitive Restructuring; College Students; Consumer; Decision Making; Eating Habits; Female; Food; Gender Differences; Health Promotion; Higher Education; Intervention; Male; Males; Masculinity; Men; Obesity; Social Influences; Student Attitudes; United States; United States (West)
Abstract: Consumer literature shows that a decision's degree of personal importance and relevance--one's level of involvement in the decision--indicates which type of intervention strategy will be effective in influencing consumers' choices. The authors surveyed 358 college students at a state university in the western United States to test the applicability of involvement on issues of obesity and eating habits. They found food decisions to be of greater personal importance and relevance to female students than to their male counterparts. The results suggest that efforts to address levels of obesity and being overweight among male college students must recognize that men's food choices are very much rooted in the ideology of what it means to be female and male in contemporary American society. The authors advance 5 peripheral-route intervention strategies to augment existing cognitive-oriented, information-based intervention programs. (Contains 4 tables.).
20. Berry TR, Howe BL. The Effects of Exercise Advertising on Self-efficacy and Decisional Balance. *American Journal of Health Behavior* . 2005;29(2):117-26. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ688424&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ688424&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ688424
Keywords: Advertising; Behavior Change; College Students; Decision Making; Evidence; Exercise; Female; Females; Gender; Gender Differences; Health Promotion; Higher Education; Interaction; Male; Males; Men; methods;

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Questionnaires; Self Concept; Self Efficacy

Abstract: Objectives: To investigate the effects of exercise advertising on self-efficacy and decisional balance for changing exercise behavior. Methods: One hundred seventy-four university students (females = 108; males = 66) watched a video that contained health, appearance, or control advertising and completed stage of change, exercise self-efficacy, and decisional balance questionnaires. Results: There was a significant condition by gender interaction indicating that men in the appearance condition had lower self-efficacy than did females. Health promotion advertising did not have any effect. Conclusions: This study provides evidence that the message in appearance-based advertising that men should be muscular may be detrimental.

21. Secker J, Bowers H, Webb D, Llanes M. Theories of Change: What Works in Improving Health in Mid-Life? *Health Education Research* . 2005;20(4):392-401. Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ943739&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ943739&login.asp&site=ehost-live>.

PMID/UI: ERIC: EJ943739

Keywords: Adults; article; Disadvantaged; Disadvantaged Environment; Empowerment; Ethnic Groups; Evaluation; Evaluation Methods; Females; Health Needs; Health Promotion; Interaction; Interpersonal Relationship; Labor Market; Males; Men; methods; Minority Groups; Pilot Projects; Quality of Life; Well Being; Wellness

Abstract: The need to promote healthy active ageing in order to offset the impact of an ageing population on national resources and ensure a high quality of life in older age is well recognized. In 2001, the English Department of Health established a national pre-retirement health initiative involving the development of eight pilot projects. A national evaluation using a "theories of change" approach embedded within a realistic evaluation design was commissioned to draw out the lessons from across the projects. In this article we describe the methods used to identify and test out the projects theories of change, and the results obtained. The theories of change identified revolved mainly around engaging clients and empowering them to take action through the provision of information. Two projects also saw providing opportunities for social interaction as a means to engaging and empowering clients. Theory testing indicated that health improvement services could be effectively targeted at people in mid-life and that service settings and style played an important part in engagement. In particular contexts, combining free health checks with

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financial advice was a significant motivator for engagement, as was perceived health need in two deprived areas. Gains in knowledge were also important for empowerment in some contexts, but validation of existing knowledge could be more important in others. Opportunities to engage in social activities were a potent mechanism for empowerment amongst women living in two deprived areas. Further work is required to test these conclusions in other contexts, and to ascertain how people from minority ethnic groups and men, particularly those outside the labour market, can be engaged in health improvement initiatives. (Contains 2 tables.).

22. Courtenay WH. Best Practices for Improving College Men's Health. *New Directions for Student Services*, n107 p59-74 Fall 2004 . 2004(107):59-74.
Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ760826&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ760826&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ760826
Keywords: At Risk Persons; Beliefs; College Students; Gender Differences; Health Behavior; Health Education; Health Promotion; Higher Education; Intervention; Males; Marketing; Masculinity; Mass Media Effects; Men's Health; Outreach Programs; Parent Influence; Peer Influence; Racial Differences; Sexuality; Social Support Groups; Stereotypes
Abstract: A sobering description of the state of college men's health is followed by discussion of the Six-Point HEALTH Plan and strategies for educational campaigns, marketing, and outreach efforts.
23. Trumbo CW. Mass-Mediated Information Effects on Testicular Self-Examination among College Students. *Journal of American College Health* . 2004;52(6):257.
Available from:
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ696216&login.asp&site=ehost-live>;
<http://search.ebscohost.com.ezproxy.library.ubc.ca/login.aspx?direct=true&db=eric&AN=EJ696216&login.asp&site=ehost-live>.
PMID/UI: ERIC: EJ696216
Keywords: Attitude; College Students; Communication; Comprehensive School Health Education; education; Fear; Higher Education; Interpersonal Communication; Men; Norms; Telephone Surveys
Abstract: The author assessed the effects of a youth-targeted national cable broadcast that promoted testicular self-examination (TSE). A telephone survey of

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524 college men included variables from the theory of reasoned action, as well as measures of self-exam compliance, message exposure, knowledge, attention, and the effects of humor and fear. Exposure to the show, with attitudes and norms controlled for, demonstrated a statistically significant but very weak effect on viewers' behavioral intentions. Although also statistically significant, the effect of the show on awareness, knowledge, and facilitating interpersonal communication was as weak or weaker than its effect on intention. Furthermore, dose measures failed to demonstrate any significant effect among those who saw the show. It is conceivable that the show might be integrated into a broader effort toward TSE education, but the results of this study do not argue that it could be effectively used as a media-only TSE promotion.

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CINAHL (Cumulative Index to Nursing & Allied Health) – 20 items

1. Krawczyk A, Lau E, Perez S, Delisle V, Amsel R, Rosberger Z. How to Inform: Comparing Written and Video Education Interventions to Increase Human Papillomavirus Knowledge and Vaccination Intentions in Young Adults. *Journal of American College Health* . 2012 May;60(4):316-22.
PMID/UI: NLM UID: 7503059;CINAHL: 2011539268
Keywords: Adult; Adults; Analysis of Variance; article; Canada; College Students; Comparative Studies; Control Group; Descriptive Statistics; education; Family; Female; Funding Source; Health Belief Model; Health Education -- Methods; Health Knowledge; Human; Intention; Intervention; Male; methods; Outcomes of Education; Pamphlets -- Utilization; Papillomavirus Infections -- Education; Papillomavirus Vaccine -- Therapeutic Use; Pretest-Posttest Design; psychology; Quebec; Questionnaires; Random Assignment; Randomized Controlled Trials; Research; Students, Undergraduate -- Quebec; Teaching Methods; Videorecording - - Utilization; Young Adult
Abstract: Objective: To compare the efficacy of 2 human papillomavirus (HPV) educational interventions on increasing HPV knowledge and vaccination intentions in college students. Participants: Male (n = 60) and female (n = 140) undergraduates (M age = 20.4, SD = 2.3) recruited from a university in Montreal, Quebec, Canada, from October 2009 to March 2010. Methods: Using theory-based interventions, participants were randomly assigned to either a written HPV pamphlet, an HPV video, or a control. HPV knowledge and vaccination intentions were assessed pre and postintervention. Results: Low baseline knowledge and intentions were found across groups. Postintervention, participants in the written and video interventions had significantly higher knowledge and intentions than the control. No differences were found between written and video interventions on knowledge or intentions. Conclusion: This study, a first in comparing HPV educational formats, suggests that both written and video interventions are equally effective in educating about HPV and increasing young adults' vaccination intentions.
2. Pollard J. Taking the health message to men. *Practice Nurse* . 2011 May 27;41(9):12-4.
PMID/UI: NLM UID: 9432228;CINAHL: 2011177098
Keywords: Anniversaries and Special Events; article; Attitude to Health; Consumer Health Information; Family Practice; Health Services Accessibility; Information Resources; Life Style; Male; Men; Men's Health; Office Nursing; World Wide Web
3. Reaching out to young men. *Synergy* . 2010(3):15.
PMID/UI: CINAHL: 2010895481

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Keywords: Adolescence; Adult; article; Cultural Diversity; Men; Men's Health; Mental Disorders; Substance Abuse

4. MartÃ-nez-Donate AP, Zellner JA, SaÃ±udo F, Fernandez-CerdeÃ±o A, Hovell MF, Sipan CL, et al. Hombres sanos: evaluation of a social marketing campaign for heterosexually identified Latino men who have sex with men and women. *American Journal of Public Health* . 2010 Dec;100(12):2532-40.
PMID/UI: PMID: 21068423 NLM UID: 1254074;CINAHL: 2010870050
Keywords: AIDS Serodiagnosis -- Utilization; article; Bisexuals; California; Comparative Studies; Condoms -- utilization; Confidence Intervals; Cross Sectional Studies; Descriptive Statistics; Evaluation; Female; Females; Funding Source; Health Knowledge; Heterosexuals; Hispanics; HIV; Human; Infection; Intervention; Male; Males; Marketing; Men; methods; Odds Ratio; Outcomes (Health Care); Pilot Studies; Prevention; Prospective Studies; Public Health; Random Sample; Research; Risk; Self Report; Social Marketing; Social Marketing -- Methods -- California; Surveys; transmission
Abstract: OBJECTIVES: We evaluated the effectiveness of Hombres Sanos [Healthy Men] a social marketing campaign to increase condom use and HIV testing among heterosexually identified Latino men, especially among heterosexually identified Latino men who have sex with men and women (MSMW). Methods. Hombres Sanos was implemented in northern San Diego County, California, from June 2006 through December 2006. Every other month we conducted cross-sectional surveys with independent samples of heterosexually identified Latino men before (n = 626), during (n = 752), and after (n = 385) the campaign. Respondents were randomly selected from 12 targeted community venues to complete an anonymous, self-administered survey on sexual practices and testing for HIV and other sexually transmitted infections. About 5.6% of respondents (n = 98) were heterosexually identified Latino MSMW. RESULTS: The intervention was associated with reduced rates of recent unprotected sex with both females and males among heterosexually identified Latino MSMW. The campaign was also associated with increases in perception of HIV risk, knowledge of testing locations, and condom carrying among heterosexual Latinos. CONCLUSIONS: Social marketing represents a promising approach for abating HIV transmission among heterosexually identified Latinos, particularly for heterosexually identified Latino MSMW. Given the scarcity of evidence-based HIV prevention interventions for these populations, this prevention strategy warrants further investigation.

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5. Richardson N. 'The 'buck' stops with me' - reconciling men's lay conceptualisations of responsibility for health with men's health policy. *Health Sociology Review* . 2010 Dec;19(4):419-36.
PMID/UI: NLM UID: 101156268;CINAHL: 2010956532
Keywords: Adult; Aged; Aging; article; Attitude to Health; Behavioral Changes; Constant Comparative Method; Evidence; Fatherhood; Grounded Theory; Health Behavior; Health Knowledge; Health Policy; Health Policy -- Ireland; Human; Intention; Ireland; Male; Men; Men's Health; Middle Age; Power; Purposive Sample; Qualitative Studies; Questionnaires; Research; Responsibility; Risk Taking Behavior; Self Care; Semi-Structured Interview; Sex Role; Social Responsibility
Abstract: Contemporary health policy increasingly positions responsibility for the management of health with the individual which reflects newer neo-liberal discourses of health. Such an approach can be seen as problematic in the context of men's health, with men tending to be seen as largely 'irresponsible' towards their own health. This paper addresses this question by drawing on qualitative data on how men conceptualise responsibility for health. Whilst the desire to be responsible for health was borne by most of the men in the study, this was not always reflected in practice. There was also evidence of strategies that men adopted for either divesting themselves of responsibility for health or for legitimising lack of responsibility. In some instances, acting 'irresponsibly' was what defined participants as 'real men'. The implications of these findings for men's health policy are discussed with specific reference to the recent publication of Ireland's National Men's Health Policy.

6. Arras-Boyd RE, Boyd RE, Gaehle K. Reaching men at highest risk for undetected prostate cancer. *International Journal of Men's Health* . 2009;8(2):116-28.
PMID/UI: NLM UID: 101146480;CINAHL: 2010413033
Keywords: Adult; Aged; Aged,80 and Over; article; Blacks; Chi Square Test; education; Government Agencies; Health Education -- Methods; Health Screening - - Methods; Human; Logistic Regression; Male; Medical Organizations; Men; Middle Age; Patient Education -- Methods; Prostate; Prostate-Specific Antigen -- Analysis; Prostatic Neoplasms -- Diagnosis; Prostatic Neoplasms -- Risk Factors; Prostatic Neoplasms -- Symptoms; Prostatic Neoplasms -- Therapy; Research; Research Methodology; Risk; T-Tests
Abstract: Annual screening for prostate cancer, although controversial, should be offered to men over age 45. Community-based prostate cancer education and screening offer a way to reach those at highest risk for undetected prostate cancer, African-American men and men without healthcare providers. This study used logistic regression to predict attendance at community-based education and

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screening events. Being white, not having a healthcare provider, desire for information, and knowledge of prostate cancer status all independently predicted attendance. While these community education and screening events attracted men without healthcare providers, they were not as effective in attracting African-American men. Findings have implications for planning community education and screening programs that target high risk men.

7. Older men miss out on key lifestyle messages, says report. *Occupational Health Review* . 2008 Mar(132):5.
PMID/UI: NLM UID: 8708712;CINAHL: 2009816421
Keywords: article; Employment of Older Workers; Health Promotion; Male; Men; Men -- In Middle Age; Middle Age; Occupational Health; Self Employment
8. Dumbrell S, Mathai D. Getting young men to eat more fruit and vegetables: a qualitative investigation. *Health Promotion Journal of Australia* . 2008 Dec;19(3):216-21.
PMID/UI: PMID: 19053939 NLM UID: 9710936;CINAHL: 2010120239
Keywords: Adolescence; Adult; Aged; article; Attitude to Health; Barriers; Consumer; Evidence; Focus Groups; Food; Food Preferences; Fruit; Gender Identity; Health Behavior; Health Promotion -- methods; Human; Male; Men; Men's Health; methods; Motivation; New South Wales; Program Evaluation; Qualitative Studies; Research; Risk; Social Marketing; Vegetables
Abstract: ISSUE ADDRESSED: Young men aged 18-44 years eat less fruit and vegetables than other population groups. Evidence shows that fruit and vegetables offer protection against certain cancers, particularly cancers of the digestive tract. METHODS: Seven age-stratified focus groups were undertaken with men aged 18-40 years. The participants discussed factors influencing their consumption of fruit and vegetables, and identified potential approaches to promote these foods to young men. The transcribed data was analysed by the two researchers independently. Key themes were identified and interpreted. RESULTS: Factors affecting the consumption of fruit and vegetables included taste and satiety, perishability, 'invincibility' to health risk, passive consumption of foods, and the low ranking of fruit and vegetables in men's culture. The younger men (18-25 years) were more likely to report socio-cultural barriers. They recommended product revamping and packaging for fruit. The older subgroup (26-40 years) was more interested in male-oriented cooking events. CONCLUSIONS: The male participants had no difficulty in engaging with fruit and vegetables as a discussion topic. They did not dislike fruit and vegetables, but were often passive consumers as women were the prime

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food preparers. As well as the often cited barriers, they revealed that eating fruit and vegetables was not viewed as part of young men's culture.

9. Hanson C, Thackeray R, Barnes M, Neiger B, McIntyre E. Integrating Web 2.0 in health education preparation and practice. *American Journal of Health Education* . 2008 May;39(3):157-66.
PMID/UI: NLM UID: 101090650;CINAHL: 2009939065
Keywords: Access to Information; article; Communication; Computer Assisted Instruction; Computer Literacy; education; Ethnic Groups; Female; Guidelines; Health Education; Health Information; Health Promotion; Internet; Male; Models; Research; trends; United States; World Wide Web Applications
Abstract: Competency in 21st-century health communication involves an understanding that the internet landscape has evolved from static webpages to applications that engage users. This evolution to "Web 2.0" includes such applications as blogs, wikis, social-networking sites, and podcasts. This review presents trends in Web 2.0 internet usage, summarizes Web 2.0 applications as platforms for health promotion, discusses guidelines for using Web 2.0 applications, and identifies Web 2.0 learning outcomes. Greater awareness of Web 2.0 can provide health educators with new channels for health communication and will help stimulate additional research to further define best-practice models.
10. Gahagan J, Rehman L, Barbour L, McWilliam S. The preliminary findings of a study exploring the perceptions of a sample of young heterosexual males regarding HIV prevention education programming in Nova Scotia, Canada. *Journal of HIV/AIDS Prevention in Children & Youth* . 2007;8(1):135-53.
PMID/UI: NLM UID: 101236158;CINAHL: 2009658640
Keywords: Access to Information; Adolescence; Adult; article; Attitude -- In Adolescence; Audiorecording; Barriers; Canada; Communication; Confidentiality; Data Analysis Software; Descriptive Statistics; education; Exploratory Research; Female; Females; Focus Groups; Funding Source; Gender Identity; Gender Specific Care; Health Knowledge; Health Services Accessibility; Heterosexuals -- Psychosocial Factors -- In Adolescence; HIV; HIV Infections -- Prevention and Control -- In Adolescence; Human; Information Needs; Information Seeking Behavior; Interrater Reliability; Interview Guides; Interviews; Life Experiences; Male; Males; Norms; Nova Scotia; Peer Group; Prevention; Privacy and Confidentiality; Purposive Sample; Qualitative Studies; Research; Sex Education -- In Adolescence; Sexual Health; Sexuality; Thematic Analysis; transmission; Unsafe Sex
Abstract: Despite the increasing numbers of young Canadian females becoming

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infected with HIV through heterosexual transmission with an infected male sexual partner, the majority of current HIV prevention programs and services in Canada continue to ignore the needs of young heterosexual males. This research is derived from 30 in-depth interviews, 9 focus groups and 13 in-depth interviews with sexual and reproductive health educators. The preliminary results of a province-wide, qualitative study on the sexual and reproductive needs of young sexually active males (n = 50) indicate that heterosexual males remain glaringly absent from HIV prevention programming in Nova Scotia. A number of key themes illustrate the current disconnect between sexual and reproductive health messages and the HIV prevention education needs of young heterosexual males. These themes include perceptions of male sexuality, peer norms, structural and attitudinal barriers to information, and confidentiality. This paper highlights these key themes in the context of focus groups conducted with a sample of young heterosexual males from across Nova Scotia, Canada. The paper concludes with possible directions for the development of healthy sexuality programming and HIV prevention education best practices for young, heterosexual males.

11. Holland DJ, Bradley DW, Khoury JM. Sending men the message about preventive care: an evaluation of communication strategies. *International Journal of Men's Health* . 2005;4(2):97-114.

PMID/UI: NLM UID: 101146480;CINAHL: 2009206430

Keywords: Adult; article; Clinical Trials; Communication; Communications; education; Evaluation; Family; Funding Source; Health Education; Health Maintenance Organizations; Health Personnel; Health Promotion -- methods; Health Screening; Human; Intervention; Mail; Male; Men; methods; Middle Age; North Carolina; Office Visits; Preventive Health Care -- Utilization; Random Assignment; Research; United States; utilization

Abstract: The purpose of this study was to evaluate the effectiveness of patient and/or physician communication interventions to increase men's utilization of preventive health care services. The study focused on men between the ages of 40 and 60 who were enrolled in a large southeastern insurance company's health maintenance organization (HMO) and point of service (POS) products. Eligible men were randomized to receive various forms of preventive care reminders. Results showed that personalized communications that included health education for men combined with a patient-specific reminder system for providers led to a significant improvement in the number of men who received preventive health care screenings. Results also showed that communicating with the man's loved ones in the home combined with a patient-specific reminder system for providers was significantly associated with improvement in preventive health care screenings.

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Further research should continue to evaluate the best methods for engaging men in the health care system.

12. Douglas F, Brindle S, van TE, Fearn P, MacKinnon D. An exploratory study of computer screen-based health promotion messages aimed at university students. *International Journal of Health Promotion & Education* . 2004;42(4):118-26. PMID/UI: NLM UID: 100894376;CINAHL: 2005044566
Keywords: Adult; Advertising; article; Computer Assisted Instruction -- Psychosocial Factors; Descriptive Statistics; education; Evaluation; Evidence; Exploratory Research; Female; Females; Field Notes; Focus Groups; Funding Source; Health Education; Health Information; Health Promotion; Health Promotion -- Evaluation; Higher Education; Human; Intervention; Male; Males; methods; Multimethod Studies; Public Health; Questionnaires; Research; Scotland; Sex Factors; Students,College -- Psychosocial Factors; Thematic Analysis
Abstract: Background: It is accepted that young people in the UK are familiar with, and are high-level users of a wide range of information technologies. In addition, the health of students in higher education (HE) is causing concern as there is growing evidence that they experience higher levels of psychological ill-health than non-students. At the same time, little attention is focused on young people's health once they leave school. Therefore, the Health Education Board for Scotland (now known as NHS Health Scotland) developed a computer desktop-based health promotion intervention aimed at HE students. The intervention took the form of seven media pieces - specially designed animations or adaptations of existing HEBS multimedia campaign material - presented to students on PC desktops. Some of the media pieces provided a 'click through' link to the HEBS website (HEBSWEB). This paper describes the formative evaluation of this initiative
Methods: The evaluation used a mixed-methods approach, which included a questionnaire survey of and focus groups with HE students. The study was designed to determine students' perceptions and views of the method of delivery, content, tone, relevance and accessibility of the resource. It was also designed to inform the future development of this initiative. Secondary analysis of data recorded automatically by the main computer server hosting the intervention was also conducted
Findings: Most participants had noticed the intervention, and thought that using computer networks was a good way to reach students with health information. Females viewed it more positively than males. However, while some students associated this intervention with health issues, others did not. Most expressed a preference for the adapted pre-existing HEBS media pieces over the specially designed animations. A few students reported clicking through to HEBSWEB, at

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levels consistent with HEBS existing computer-based screen saver access, but many had been unaware that they could do so. Respondents in one university expressed more irritation with the intervention than the other, believing it responsible for slowing down computer speed. A few also perceived the intervention as synonymous with commercial advertising. Suggested improvements included views that each media piece should run for longer periods of time; that more factual information and shock tactics should be included in the images; and that placing the intervention on the university home web page and other sites within the university's physical environment would help to raise awareness of the intervention

Conclusions: The use of networked computers, as a medium to reach university students with health messages, seems to be an appropriate and credible health promotion strategy. However, further development of the images and underlying messages, as well as consideration of the 'placement' of this intervention within a computer network, is required to improve the general appeal, acceptability and salience of this initiative with the intended target audience.

13. Janssen M, de WJ, Hospers H, Stroebe W, Kok G. Tailoring safer sex messages to lower-educated young gay men: the impact on cognitions and intention. *Psychology, Health & Medicine* . 2004 Feb;9(1):115-31. PMID/UI: NLM UID: 9604099;CINAHL: 2009016117
Keywords: Analysis of Variance; article; Beliefs; Chi Square Test; Condoms; Condoms -- utilization; Descriptive Statistics; education; Educational Status; Effect Size; Experimental Studies; Funding Source; Health Education; Health Knowledge; HIV; HIV Infections -- Prevention and Control; HIV Infections -- Risk Factors; Homosexuals, Male -- Psychosocial Factors; Human; Intention; Knowledge Level; Male; Marketing; Men; Netherlands; Outcomes of Education; Print Materials; Questionnaires; Random Assignment; Readability; Research; Risk; Safe Sex; Social Cognition; US
Abstract: In order to test whether simplifying information about HIV risk or tailoring arguments that are meant to promote the use of condoms would enhance the effects of safer sex messages on men of lower education, we conducted an experimental study. We recruited 51 lower-educated young Dutch gay men (i.e., men who stopped their training after they had completed general education or lower vocational training). We randomly assigned these men to read a safer sex brochure that is widely distributed among gay men in The Netherlands (the 'standard message') or one of three alternative versions. In the alternative messages we (1) reduced the complexity of the information about HIV risk, (2) obtained a closer match between the arguments that are meant to promote the use of condoms and the salient beliefs about safer sex in men of lower SES (among others we gave

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information about how to cope with situations that these men find difficult to handle), or (3) manipulated both aspects of message content. After exposure to one of the messages, participants completed a self-administered questionnaire that tapped social cognitions about safer sex. We also included 106 higher-educated men in our experiment (i.e., men who had completed high school, college, applied arts and sciences education, or academic and theoretical education). This allowed us to test whether tailoring messages to lower-educated men would have negative effects on higher-educated men. The results showed that simplifying information about HIV risk did not affect knowledge levels. Exposing lower-educated participants to the tailored arguments promoting the use of condoms, however, enhanced these men's intention to engage in protected anal sex. This effect was associated with an increase in men's perception of behavioural control. No negative effects of the manipulations of messages were found in higher-educated participants. This study emphasizes the importance of addressing control issues that are relevant to men of lower SES in order to increase the effectiveness of messages in encouraging preventive action.

14. Broadening a school-based intervention: enhanced D.A.R.E. program more effective for adolescent boys. *Brown University Child & Adolescent Behavior Letter* . 2003 Apr;19(4):1, 6-1, 7.
PMID/UI: NLM UID: 9885784;CINAHL: 2004048076
Keywords: Adolescence; Adolescent; article; Intervention; Minnesota; Research; Risk Factors; School Health Education; Sex Factors; Students, Middle School; Substance Abuse -- Prevention and Control -- In Adolescence
15. NIMH launches campaign to reach men with depression. *Medical Letter on the CDC* . 2003 May 4.
PMID/UI: CINAHL: 2004020584
Keywords: article; Attitude to Mental Illness; Depression -- Prevention and Control; Health Education; Male; Men; Men's Health -- Psychosocial Factors; National Institute of Mental Health (U.S.)
16. Cooper M, Midford R, Jaeger J, Hall C. Reforming Andy Capp? How a cartoon character was used in a community alcohol project. *Health Promotion Journal of Australia* . 2003 Aug;14(2):114-8.
PMID/UI: NLM UID: 9710936;CINAHL: 2004049248
Keywords: Alcohol Abuse -- Prevention and Control -- Western Australia; article; Australia; Descriptive Statistics; Drinking; Health Promotion; Health Promotion -- Western Australia; Human; Interviews; Male; Males; Research; Sampling Methods; Structured Interview; Survey Research; Western Australia; Wit and Humor

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Abstract: Issues addressed: Health promotion projects often use comics and cartoons as a method of message delivery to their target audience. However, there is little literature evaluating the merits of this strategy. This paper examines the reasons why the use of this medium may be beneficial and describes the use of a cartoon strip in a community alcohol harm reduction project carried out in Western Australia's remote north-west

Method: A cartoon strip was locally written and published weekly to present issues related to alcohol overconsumption to the target group of 24-45-year-old males and model change strategies. Data on the impact of the cartoon were collected through a survey of 300 community members and structured interviews with 15 key members of the community

Results: Data indicated the cartoon strip had a substantial readership within the population and was a better vehicle for alcohol messages than State and national campaigns. These lacked the community flavour and flexibility possible in a locally produced cartoon strip

Conclusion: The authors conclude that the use of a cartoon strip was an effective method of presenting a responsible drinking message to a small remote community. This method allowed ongoing exploration of the theme in a non-confrontational, cost effective, locally relevant, and humorous manner.

17. Aoun S, Johnson L. Diabetes education and screening in worksites in rural Western Australia. *Health Promotion Journal of Australia* . 2002 Apr;13(1):65-8.

PMID/UI: NLM UID: 9710936;CINAHL: 2003020176

Keywords: Adult; Aged; article; Australia; Diabetes; Diabetes Education -- Western Australia; Diabetes Mellitus, Type 2 -- Diagnosis; education; Health Promotion; Health Screening -- Western Australia; Intervention; Male; Men; methods; Middle Age; Occupational Health; Program Evaluation; Risk; Risk Factors; Western Australia

Abstract: ISSUE ADDRESSED

A project was conducted to assess the appropriateness of the worksite as a venue to facilitate men's access to advice on health matters and to assess the effectiveness of a health intervention in encouraging positive action toward seeking preventive care

METHODS

Businesses in the south-west of Western Australia were contacted to gain approval to conduct a onehour diabetes education and screening session at their worksites for men aged 40-65 years. Men identified as being at high risk were given a letter of referral to their general practitioner (GP) for follow-up

RESULTS

Twenty-nine sessions were conducted for 27 businesses, involving 525 participants

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of whom 446 were in the target group. Of these, 64% were at high risk of developing diabetes, with modifiable risk factors including 62% being overweight and 33% with high blood pressure. Seventy-five per cent of participants reported the session had greatly increased their awareness about the consequences of diabetes, 64% had become highly aware of their own susceptibility and 71% had greatly increased their awareness of means to reduce the risk. Of those referred to their GP and who responded to a follow-up survey, 76% had visited their doctor

CONCLUSIONS

The project engaged men in the preventive concept of seeking care and getting them to attend their GP Health risk assessment was topic-specific, personalised, combined with an educational component and a medical follow-up, and conducted at the worksite

SO WHAT?

This project suggests that the worksite is a suitable venue to reach men for health promotion, and that it is viable to select a single topic and incorporate both education and screening in the program.

18. Liple N. Men off message: a national awareness week aims to help nurses engage a patient group that tends to hide its health problems. *Nursing Standard* . 2002 Jun 5;16(38):13.
PMID/UI: NLM UID: 8508427;CINAHL: 2002085654
Keywords: article; Health Promotion -- Trends; Male; Men; Men's Health; United Kingdom

19. McCoy SV. Behavioral outcomes of an educational program for male veterans with peripheral artery disease [dissertation].
Keywords: Clinical Assessment Tools/Control Group/dissertation/education/Health Promotion/Human/Intervention/Life Style/Male/Outcomes of Education/Patient Education/Peripheral Vascular Diseases -- Education/Physical Activities/Quality of Life/Randomized Controlled Trials/Research/Scores/Self Care/Veterans/Walking
Abstract: Peripheral artery disease (PAD) affects 8 to 12 million Americans. Untreated PAD results in leg pain, decreased quality of life, and amputation of the legs. Walking has been shown to improve functional impairment and decrease pain among persons with PAD
This study describes a two-group randomized trial that assesses the effectiveness of an educational program, "Vet Walk," on change in walking distance and health outcomes. The intervention is based on Pender's Health Promotion Model. Fifty male veterans with PAD completed the Health-Promoting Lifestyle Profile II (HPLP II) and 6-Minute Walk test and were randomly assigned to a control group

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or an intervention group who attended "Vet Walk." Both groups completed testing at 8 weeks post-intervention

Outcome variables were statistically analyzed for differences between the intervention and control groups. The adjusted mean distance walked in the 6-Minute Walk test for the intervention group increased from 875.5 ft to 1095.5 ft, while the control group increased its adjusted mean walking distance from 826.7 ft to 848.3 ft at 8 weeks, which was a statistically significant difference

There were no statistically significant differences in HPLP II total scores and physical activity subscale scores between the intervention and control group. Although pain decreased in the intervention group, the change was not statistically significant

Among this sample of veterans diagnosed with PAD, the education intervention, "Vet Walk," proved effective in increasing distance walked and, although not statistically significant, decreasing pain experienced over an 8-week period

20. Summers LC. Intervening to reach adolescents and affect health [dissertation].
Keywords: Adolescence/Adolescent/Adolescent Behavior/Adolescent Health/Adolescents/Advanced Nursing Practice/Analysis of Variance/dissertation/Emergency Medical Services/Evidence/Female/Females/Health Status -- Evaluation -- In Adolescence/Hispanics/Human/Intervention/Male/Males/methods/Nurse Practitioners/Random Assignment/Research/Sample Size/Self Disclosure -- In Adolescence/Software/Storytelling/Whites
Abstract: Background. Assessing the health status of adolescents is challenging for health care providers. Personal disclosure has been associated with improved health outcomes. Story-centered care was examined as an intervention for promoting adolescent disclosure during an urgent care visit
Objectives. This study explored: (1) the effectiveness of story-centered care for promoting adolescent disclosure; (2) health-associated words used by adolescents to describe pressing concerns after an urgent care visit when they had standard care (SC) or story-centered care (SCC) conducted by a Nurse Practitioner (NP)
Methods. Subjects were randomly assigned to SC or SCC. In SC, adolescent presenting concerns were identified and treated. In SCC, presenting concerns were treated and NP-adolescent dialogue, facilitated through a screening tool, queried matters of importance to adolescent life. After the visit, adolescents wrote about pressing concerns for 15 minutes. Written words were analyzed with Linguistic Inquiry and Word Count, a software program for analyzing narrative. Ratios were calculated for the number of words (adolescent: NP) used during the urgent care visit. Analysis of variance (ANOVA) was used to evaluate gender-intervention

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differences in health-associated words

Results. One hundred and six adolescents [Hispanic (65%), White (35%)] completed the study. Fifty-five were female; the average age was 17 (sd = 2.1) years

Adolescents in the story intervention used more words (adolescent: NP, 1:1.3) than those in standard intervention (adolescent: NP, 1:2.7) in proportion to the number of words used by the NP during the urgent care visit. There were gender-intervention differences ($p < .01$) in positive emotion words and past-tense words in writings about pressing concerns. Males who received the story intervention used more positive emotion and less past-tense words than adolescent males with standard care. Females used more social words ($p < .01$) in their writings regardless of intervention group

Conclusion. SCC enhanced adolescent disclosure during an urgent care visit. Adolescents will talk to health care providers during episodic visits and males may benefit more than girls may from this approach. Evidence suggests there is value in attending to both presenting and pressing concerns of adolescents

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Observations

This turned out to be quite a challenging search, perhaps more challenging than I had initially thought it would be, though I did think there wouldn't be a large body of evidence-based literature. I found that there wasn't a lot on the topic that specifically addressed the best manner of getting the message about health and change in health behaviour to men and boys.

As I searched the databases for indexed and/or peer reviewed articles, and then the Internet for grey literature, I discovered that the literature is poorly indexed and the keywords were many. Starting with the health databases, I found very little. Moving on to the social sciences databases, I found additional literature, but again very little on target.

In general, database searches are limited to indices for titles, abstracts, subject headings and keywords. Full text searching is not possible for most of the databases, so if the concept of communication to men wasn't mentioned in these indices, literature would not be identified, even if the concept is discussed.

Because so little was found using a targeted search (using phrases in titles first, then expanding to abstracts), the approach had to be broadened in order to find the few items which would be potentially in scope. This necessitated reviewing several thousand citations/abstracts from the database searches to identify the less than 200 items that looked to be of potential interest based on titles, abstracts and indexing.

With PubMed, I did a tight search using title words only because of the broad nature of the subject headings. Search terms for preliminary search (truncation used to get at various forms): *messag** OR *reach** or "health promotion" / *men* OR *man* OR *male* OR *boy* OR *boys*. I didn't bring in "communication" at this stage, nor "health education" because they are much broader concepts. Since there were so few results that looked to be even potentially useful, I didn't include any terms for the concepts of evidence, program evaluation, etc. I found nothing specific to Canada and I ended up not including any of the countries specified for the search, again due to the small number of items identified.

I found that a lot of the discussion in the health-related databases (PubMed, PsycINFO, CINAHL) centred around HIV/AIDS, STDs and sexual health, or around specific population groups (e.g., gay men, MSM, African American, etc.).

After searching PubMed and in discussion with Wayne, it was decided not to pursue the other large health related database (EMBASE, which has some overlap with PubMed) and proceed with other databases more of a focus on education, psychology, and marketing. These included the business databases, ERIC (education), PsycINFO, and CINAHL (nursing, includes patient education, etc.). I approached these searches in a similar

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manner to PubMed, but in these, I used subject headings as well as keywords. Again, indexing was quite broad in each of these. For the non-health databases, I added in terms for health. I also searched for more general literature on reaching men specifically through marketing and ad campaigns. In these databases, I did include terms for evidence and evaluation, as the vocabulary in the literature was very broad (especially in the business databases) and resulted in very large results sets. Where sets were very large, I included terms for the countries of interest.

A few of the studies identified include both men and women as target groups. I included in the results any that look at differences in approaches to targeting the two groups, or differences in how they respond to marketing/advertising/targeting.

Regarding the grey literature, most of the search results are examples of materials used to get health messages across to men, or to women so they could reach the men in their lives. As with the indexed literature, there were very few evaluations of programmes or education materials.

Again, there wasn't much at all discussing this topic in quite the way that MHIBC is after. I think one of the results/conclusions of this research is that "more research needs to be done." This area seems to be lacking in scientific rigour, other than a few examples provided. It points, perhaps, to an opportunity for MHIBC to conduct studies on this topic. Next steps might include:

1. Tracking down further information on programmes identified in the first round of searching (not done due to time and budget constraints).
2. Additional database searching (e.g., EMBase).
3. Citation searching to see if anyone is citing the in scope/on target studies (if any) from the search results.
4. Contacting the authors of in scope/on target studies (if any) from the search results.
5. Contacting individual researchers and/or other experts, as well as additional organizations or research institutes, to see if they have literature and/or evaluations that are in progress, or are otherwise unpublished/unreported:
 - a. men's health
 - b. marketing
 - c. health promotion/education
6. Conducting a formal environmental scan (survey/interviews, gathering of documents not already identified, analyzing, reporting) – asking questions about what has been tried, what has worked/not worked, what shows promise but isn't yet evaluated, etc.

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