The MPowerment Project

A Community-Level HIV Prevention Intervention for Young Gay Men
Intervention Overview

- Community-Level Intervention
- Targets community to change social norms
- Developed by and for young gay men
- Targets young MSM with HIV prevention, safer sex and risk reduction messages
- Uses formal and informal outreach, discussion groups, creation of safe spaces, social opportunities, and social marketing
Theory and Evidence

• Based on the Theory of Diffusion of Innovations that states members of social systems adopt new behaviors when they see peers adopting them
• Significantly reduced unprotected anal intercourse among participants
Core Elements

• Recruit a core group of gay men to design and carry out activities
• Establish a project space where activities can be held
• Conduct entertaining, venue-based outreach by teams of young gay men
• Sponsor social events to promote community-building among young gay men
• Convene peer-led, one-time discussion groups
• Conduct a publicity campaign about the project
The Mpowerment Project

Samuel F. Bowens III
Waterbury Health Department
The Waterbury Health Department would like to invite you to attend The Mpowerment Project.

Come meet the M-Team.

EVERY WEDNESDAY @ 1-3 PM
Space is limited.
must be 18 years of age
Come learn about safer sex, relationships, HIV/STDs and Hepatitis Prevention in a Fun, Safe environment.
Free gifts and refreshment !!!
call Silvio Soares @ 203-574-6883 for more information
ssoares@waterburyct.org
WATERBURY HEALTH DEPARTMENT
95 SCOVILL STREET
WATERBURY, CT 06706
MOUTH

- Don't talk with mouth full
- Smile
- Get him dressed if you're doing it in your mouth
Bus Queen Ad
Size: 36” x 88”
Scale: 10%

Waterbury Department of Public Health

MPOWERMENT PROJECT

MPowerment • Teamwork • Education • Awareness • Motivation

“All young people, regardless of sexual orientation or identity, deserve a safe and supportive environment in which to achieve their full potential.”
- Harvey Milk

MPowering young men ages 18-29

For More Information on the Mpowerment Project
Call 203-574-6883
95 Scovill St Waterbury, CT