

Name of Intervention	The Mpowerment Project
Based on Behavioral and Social Science Theory(ies)	Empowerment Model Social Cognitive Theory Diffusion of Innovation
Summary of Intervention	<p>The Mpowerment Project is a community –level HIV prevention program that is run by a “Core Group” of 12-20 young gay/bisexual men from the community and paid intervention staff (coordinators). The young gay/bisexual men from the Core Group, along with other volunteers, design and carry out all project activities. Ideally, the project has its own physical space where most outreach events and meetings are held and which serves as a drop-in center where young men can meet and socialize during specified hours. The program relies on four integrated activities:</p> <ul style="list-style-type: none"> • Formal Outreach: Teams of young gay/bisexual men go to locations frequented by young gay men to discuss and promote safer sex, deliver educational/informational literature on HIV risk reduction, and distribute condoms. Additionally, the team creates its own informational events to educate young gay men (e.g., discussion groups) at which safer sex can be promoted. • M-groups: These peer-led, one-time, 3 hours meetings of 8-10 young gay/bisexual men discuss factors contributing to unsafe sex among the men (e.g., misconceptions about safer sex, poor sexual communication skills). Through skills-building exercises, the men practice safer sex negotiation role-play and correct condom use. Participants receive free condom and lubricant and are trained and motivated to conduct informal outreach. • Informal Outreach: Informal outreach consists of young men discussing safer sex as well as the importance of knowing one’s serostatus and being tested for HIV with their friends in a relaxed, informal manner that promotes community norms. Informal outreach can also target other community norms such as the desirability to know one’s HIV antibody status and take an HIV antibody test, or to disclose HIV status to potential sex partners, or to seek medical care if one is HIV positive. • Ongoing Publicity Campaign: The campaign

	attracts men to the project by word of mouth and through articles and advertisements in gay, alternative or university newspapers.
Clearly Defined Audience	Mpowerment targets young gay and bisexual men; ages 18-29
Goals and Objectives of the Intervention	To increase condom use with main and non-main partners when engaging in anal intercourse
Risk Behaviors the Intervention Focuses on	Unprotected anal intercourse
Factors Influencing Behaviors (FIBs)/ Behavioral Determinants	<ul style="list-style-type: none"> • Knowledge (lack) • Outcome expectancy • Self-efficacy • Group/peer norms (including social support) • Environment(condom availability)
Core Elements	<ul style="list-style-type: none"> • Recruiting a core groups of young gay men to design and carry out project activities • Establishing a project space where many of the project activities can be held • Conducting entertaining, venue-based (eg, bars, community events) outreach by teams of young gay men • Sponsoring social events to promote community building among young gay men • Convene peer-led, one-time discussion groups • Conduct a publicity campaign about the project within the community
Setting	Community-based organization
Duration	Repeated community contacts
Provides Opportunities to Practice Relevant Skills	<ul style="list-style-type: none"> • Condom use skills • Communication skills
Outcomes	The Mpowerment Project has been shown to reduce rates of unprotected anal intercourse among young gay/bisexual men in communities in which it has been implemented.
Type of Intervention	CLI

Journal Citation(s):

Kegeles, S.M., Hays, R.B., & Coates, T.J. (1996). The Mpowerment Project: A community-level HIV prevention intervention for young gay men. *American Journal of Public Health*, 86(8), 1129-1136.

Kegeles, S.M., Hays, R.B., Pollack, L.M., Coates, T.J. (1999). Mobilizing young gay/bisexual men for HIV prevention: A two-community study. *AIDS*, 13(13), 1753-1762.

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