

The National Men's Health Ambassador Speaker Program (NMHASP) 2009 - 2010

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The National Men's Health Ambassador Speaker Program (NMHASP) is funded by the Australian Government Department of Health and Ageing under the National Continence Management Strategy – National Men's Continence Awareness Project.

The aims of the NHMASP are to:

- Raise the awareness in men as to the causes of poor bladder and bowel health;
- Deliver timely and up-to-date information to aid them in avoiding incontinence as well as seeking early treatment for the condition; and
- Improve the capacity of the community sector to provide effective messages about men's health.
- Create community awareness of continence health and prostate health, and other major men's health conditions
- Identify risks for prostate health and incontinence
- Support a health promotion approach for the prevention of incontinence
- Communicate the importance of early detection of prostate cancer and incontinence
- Encourage Australian men to talk about prostate health, continence health and other medical conditions

The NMHASP has developed a national network of Men's Health Ambassador Speakers to provide a standard presentation on prostate health and bladder and bowel health to audiences across Australia in metropolitan and rural and remote areas.

Key Evaluation Areas

1. Contribution of the project to continence management policy
Key evaluation question: Has the NMHASP contributed to the realisation of the Government's overall objectives specified for NCMS?
2. Project governance and implementation arrangements
Key evaluation question: Have the program management arrangements contributed to effective implementation and operation of the NMHASP?
3. Project design and infrastructure
Key evaluation question: Is there scope for improvement in the design and implementation of the NMHASP?
4. Impact on target population and health outcomes
Key evaluation question: Has the program raised awareness and knowledge in the target audiences? Has this resulted in a change in behaviour of the target population?

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Brief Biography

Mrs. Jo Fairbairn has a Science Degree and Arts Degree, worked in England and Germany as a scientist and presented on HIV/AIDS in Vietnam and China. Jo attended the National Men's

Health Policy Consultation Forums 2009, authored a Senate Select Committee on Men's Health submission and attended the Public Hearing process 2009. The National Men's Health Ambassador Speaker Program was an invited paper at the Second Preventative Health Summit on Monday 22 June 2009 in Sydney.