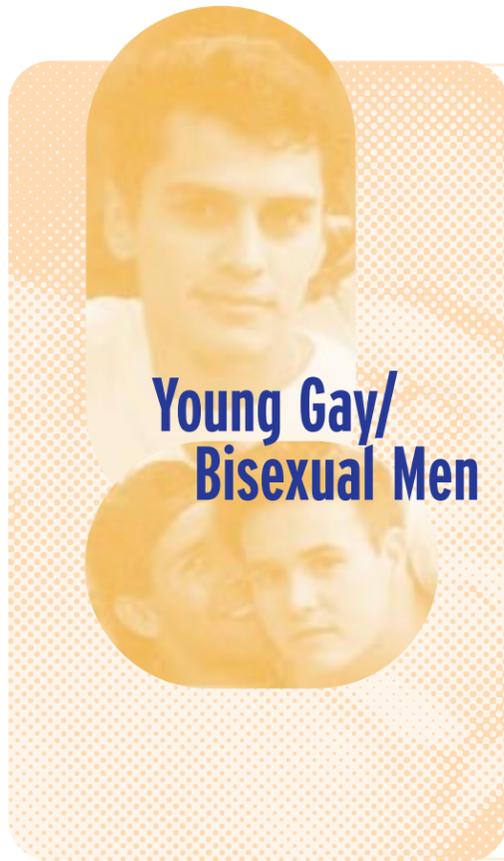


Initial Activities

Early Activities

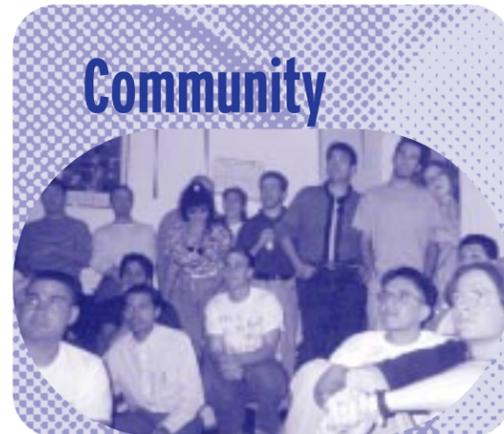
Early Outcomes



- **Conduct Community Assessment:** Determine where YGM congregate, what are major subgroups of YGM in community  
M2 Community Assessment  
E Formative Evaluation
- **Identify popular leaders** of subgroups of YGM  
M2 Community Assessment
- **Locate Project space**  
M4 Project Space
- **Determine pertinent issues** for YGM in the community  
M2 Community Assessment  
M8 fig 2: focus groups  
E Formative Evaluation
- **Collect baseline information** about sexual risk behavior and sexual communication among friends from the different subgroups of YGM in the community  
M1 Overview  
M8 fig 1: spot survey  
E Outcome Evaluation

- **Convene Core Group** of YGM representing each of the major subgroups identified in the community assessment, including popular leaders  
M1 Overview  
M3 Operating Structure
- **Core Group**
  - \* determines Project name and logo  
M3 Operating Structure
  - \* identifies unmet needs of YGM in community  
M2 Community Assessment  
M3 Operating Structure
  - \* begins talking with friends about Project  
M3 Operating Structure
  - \* furnishes and decorates Project space  
M4 Project Space
- **Develop plans** for initial formal outreach at community venues and via outreach events  
M5 Outreach  
M8 fig 5: event planning  
E Process Evaluation

- Core Group members and other volunteers begin to know more names and faces from the community  
M5 Outreach  
M8 fig 4: anecdotal reports  
E Process Evaluation
- Friends and acquaintances of Core Group begin to hear about the Mpowerment Project  
M3 Operating Structure  
M5 Outreach  
M6 M-groups
- **Opportunities created** for volunteer involvement in Project activities  
M3 Operating Structure  
M5 Outreach  
M8 fig 5: event planning  
E Process Evaluation



- **Determine Community Stakeholders**  
M2 Community Assessment
- **Discuss goals and methods** with Community Stakeholders  
M2 Community Assessment

- **Form Community Advisory Board (CAB)**  
M3 Operating Structure
- **Determine optimal media outlets** for publicity  
M2 Community Assessment  
M7 Publicity
- **Develop publicity plan**  
M1 Overview  
M2 Community Assessment  
M5 Outreach  
M7 Publicity

- **Communication with Community Stakeholders** ongoing  
M3 Operating Structure



- **Director of Prevention** conducts widespread search to locate qualified and highly competent individuals to become Coordinators for Project  
M3 Operating Structure
- Project Staff (Director of Prevention and Coordinators) **attend** training, **read** Overview Manual and **watch** Overview Video  
M1 Overview
- Project Staff **communicate** Project goals and structure to other staff of implementing agency  
M1 Overview  
M3 Operating Structure

- Coordinators **learn** how to conduct M-groups  
M6 M-groups  
M-group Facilitators Guide  
M-group Meeting Guide  
M-group Training Video
- Director of Prevention and Coordinators **establish approach** for supervision, establish weekly behavioral objectives, reporting procedures  
M3 Operating Structure

- implementing agency functioning with hands-on management, **clear accountability** of Coordinators, **clear communication** with Director of Prevention and other staff re: Project vision, long-term goals, Project activities  
M3 Operating Structure

Intermediate Activities

Intermediate Outcomes

On-going Activities

Long-Term Outcomes

- Core Group continues to talk about the Project in their social groups and brings friends to Project
  - M3 Operating Structure
  - M5 Outreach
  - M6 M-groups
- A variety of small and large scale outreach events begin to be implemented
  - M5 Outreach
  - M8 fig 8: event record
- Implement M-groups
  - M6 M-groups
  - M-group Facilitator Guide
  - M-group Meeting Guide
  - M-group Training Video
  - M8 fig 6: M-group record
  - fig 7: M-group eval.
  - E Process Evaluation
- Collect pre-test/post-test information about men attending M-groups
  - M6 M-groups
  - M8 fig. 10: pre/post test
  - E Outcome Evaluation

- Implement publicity plan, including placing advertisements in media & distributing materials throughout community
  - M7 Publicity
  - M2 Community Assessment
  - M5 Outreach
- Meet with CAB to discuss Project activities
  - M3 Operating Structure

- Continue to communicate Project goals & structure to staff of implementing agency
  - M1 Overview
  - M3 Operating Structure

- YGM experience formal outreach at community venues & at outreach events
  - M5 Outreach
  - M8 fig 4: anecdotal reports
  - fig 8: event record
  - E Process Evaluation
- Friendships supportive of safer sex are formed through involvement in Project activities
  - M1 Overview
  - M4 Project Space
  - M5 Outreach
- Increased number of YGM & YGM from different groups attend Project activities
  - M5 Outreach
  - M8 fig 8: event record
  - E Process Evaluation
- Event feedback from participants used to design, plan & implement future outreach events
  - M8 fig 9: event survey
  - E Process Evaluation
- Volunteers design & implement all aspects of the Project
  - M5 Outreach
  - M8 fig 5: event planning form
- YGM attend M-groups
  - M6 M-groups
  - M8 fig 6: M-group record sheet
  - E Process Evaluation
- YGM increase sexual communication skills & feel safer sex is more enjoyable.
  - M6 M-groups
  - M8 fig 10: pre-test/post-test
  - E Outcome Evaluation

- Ongoing communication with CAB
  - M3 Operating Structure

- Implementing agency continues to function with hands-on management, clear accountability of Coordinators, clear communication with Director of Prevention & other agency staff re: Project vision, long-term goals, Project activities
  - M3 Operating Structure

- Core Group implements long-term & weekly outreach activities
  - M3 Operating Structure
  - M5 Outreach
- Conduct outreach at community venues
  - M5 Outreach
- Evaluate outreach events
  - M5 Outreach
  - M8 fig 5: event planning
  - fig 8: event record
  - fig 9: event survey
  - E Process Evaluation
- Recruit new members to Core Group
  - M2 Community Assessment
  - M3 Operating Structure
- Recruit men to M-groups
  - M6 M-groups
  - M-group Facilitator Guide
  - M-group Training Video
  - M8 fig 6: M-group record sheet
  - E Process Evaluation

- Continue implementing publicity plan, including placing advertisements in media & distributing materials throughout community
  - M2 Community Assessment
  - M5 Outreach
  - M7 Publicity
- Meet with CAB to discuss Project activities
  - M3 Operating Structure

- Communicate with staff from implementing agency in periodic meetings
  - M3 Operating Structure

- YGM communicate with each other about the need for safer sex
  - M1 Overview
  - M5 Outreach
  - M6 M-groups
  - M8 fig 1: spot survey
  - E Outcome Evaluation
- Project activities reach all parts of YGM community
  - M1 Overview
  - M2 Community Assessment
  - M8 fig 1: spot survey
  - E Outcome Evaluation
- Project provides alternative social space for YGM
  - M1 Overview
  - M5 Outreach
  - M8 fig 5: event planning
  - fig 8: event record
  - fig 9: event survey
  - E Process Evaluation
- Self-reported rates of unprotected anal sex decrease, increase in sexual communication with friends
  - M1 Overview
  - M8 fig 1: spot survey
  - E Outcome Evaluation

- Community leaders know of & support the Mpowerment Project
  - M3 Operating Structure

- Staff at implementing agency understands the Mpowerment Project & supports the Director of Prevention and Coordinators
  - M3 Operating Structure

**Key**

- M = Module
- E = Evaluation approach
- fig = Figures found in appendix of Module 8