

A STRENGTHS-BASED TOOLKIT FOR ENGAGING MEN IN PRIMARY CARE.

M

Make a connection

How you make the connection can shape his relationship with healthcare for years

MAXIMISE THE FIRST MINUTES

Warm acknowledgement, eye contact, open posture. The first minute is for him alone.

NORMALISE HELP-SEEKING AND ACKNOWLEDGE THE EFFORT

“A lot of people put this off longer than they’d like. Glad you came in.”

WORK AS THE WAY IN

“How’s work been?”

WHO ELSE IS IN THE PICTURE?

“Who’s usually the first to notice when something’s off?”

A

Agree on a path

He’s more likely to follow through on a plan he helped build.

NAME HIS ROLE

“You’re the expert on your own life. I’m the expert on the clinical side.”

SHOW YOUR WORKING

“Here’s what I think is going on, and here’s why.”

PROVIDE GENUINE CHOICE

“I’ve got a recommendation, but I want to hear what works for you before we decide.”

L

Land a message

He can only act on what gets through.

USE METAPHOR AS A CLINICAL TOOL

“Think of it like a check engine light. Your body’s flagging something.”

MOVE BEYOND THE “STRAIGHT SHOOTER”

“I know that’s a lot. Take a moment.”

LEAD WITH WHAT’S WORKING

“Those numbers are heading in the right direction. Let’s get them down a bit further.”

E

Ease him into the next steps

He stays in control, you make the path easier to walk.

START SMALL

“Let’s just start with one thing. Could you get the bloods done this week?”

GIVE HIM A RESOLUTION

“I can’t give you all the answers today, but here’s exactly what the next step is.”

MAKE IT EASY TO COME BACK

“We should have your blood work back by then. Let’s take a look together.”

