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Lincoln College: promoting health with young men

Lincoln College has run a sexual health services clinic for students for several years and this has now been expanded with the addition of a male health adviser who runs a male-only clinic.

When the college runs its successful 'Pee in a Pot' Chlamydia screening days, the advertising was aimed at men and when the screenings take place, more men than women take part. It is usually hard to attract this age group and young males of all ages

are less likely to seek medical advice. To target them specifically, Lincoln College's male-only clinic, staffed by a male nurse in addition to the regular weekly clinic, has been established. Although the college offers a clinic at all 3 of its centres in Lincoln, Gainsborough and Newark, the male only clinic runs at the Lincoln site. Advertising is themed around the strap-line 'Real Male' showing a stereotypical male image of a pint glass and beer pump. (*Continued below*)

By advertising the service directly to students via washroom advertising and *Healthbytes* messages on student PCs, young men will recognise a service that is specifically targeted at them.

The college also has a number of male staff in the C-card scheme who issue condoms to students. Students can get free condoms through C-card at Student Services, Reception, the college refectory coffee bar and the Student Common Room. The college hopes to use its male staff to get the message across to young men to take care of themselves.

Lincoln College also links with the University of Lincoln to support a Chlamydia Peer Support Worker, commissioned by NHS Lincolnshire. His role at all local colleges is to encourage young people to have regular screenings and he has introduced testing in local student halls of residence. At the College and University Sports Academies, he has introduced 'Test the Teams' events focused on sports teams - again predominantly male giving them the chance to test in the sports centre changing rooms after training.