

Core Elements

- 1 Coordinator(s)**
- 2 Core Group & Other Volunteers**
- 3 Project Space**
- 4 Formal Outreach**
(including Social Outreach
Events & Outreach Teams)
- 5 M-Groups**
- 6 Informal Outreach**
(which is a focus on talking with &
encouraging friends & acquaintances
to be safe & get tested for HIV)
- 7 Publicity Campaign**
- 8 Community Advisory Board**
(Optional)

mPowerment

Together
creating community
for friendship
for health
for life

Guiding Principles

Social Focus

Empowerment Philosophy

Peer Influence of Safer Sex Messages

Multi-Level Approach

Gay-Positive/Sex-Positive

Community-Building

Diffusion of Innovations