How Novel Partnerships Help Improve and Enhance the Health of Communities

The Cut and Counsel Model—Health Promotion Training for Minority Barbers, Stylists and Cosmetology Students

ASPHN CHW-CoIIN May Webinar

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Today’s Webinar Presenters...

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# Leading Causes of Death in Arkansas in 2016

<table>
<thead>
<tr>
<th>Rank</th>
<th>Cause of Death</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Heart Disease</strong></td>
</tr>
<tr>
<td>2</td>
<td>Cancer</td>
</tr>
<tr>
<td>3</td>
<td>Chronic Lower Respiratory Disease</td>
</tr>
<tr>
<td>4</td>
<td><strong>Stroke</strong></td>
</tr>
<tr>
<td>5</td>
<td>Accidents</td>
</tr>
<tr>
<td>6</td>
<td>Alzheimer’s Disease</td>
</tr>
<tr>
<td>7</td>
<td><strong>Diabetes</strong></td>
</tr>
<tr>
<td>8</td>
<td>Kidney Disease</td>
</tr>
<tr>
<td>9</td>
<td>Influenza and Pneumonia</td>
</tr>
<tr>
<td>10</td>
<td>Suicide</td>
</tr>
</tbody>
</table>

*Data Source: CDC WONDER; Centers for Disease Control and Prevention, Detailed Mortality 2016.*
Leading Causes of Death by Black/White Disparity Ratio*  
Arkansas, 2012-2016

<table>
<thead>
<tr>
<th>Rank</th>
<th>Cause of Death</th>
<th>White Rate</th>
<th>Black Rate</th>
<th>Disparity Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Homicide</td>
<td>4.7</td>
<td>23.6</td>
<td>5.0</td>
</tr>
<tr>
<td>2</td>
<td>Perinatal Period</td>
<td>3.1</td>
<td>7.0</td>
<td>2.3</td>
</tr>
<tr>
<td>3</td>
<td>Diabetes</td>
<td>21.9</td>
<td>47.6</td>
<td>2.2</td>
</tr>
<tr>
<td>4</td>
<td>Hypertension</td>
<td>7.7</td>
<td>16.0</td>
<td>2.1</td>
</tr>
<tr>
<td>5</td>
<td>Kidney Disease</td>
<td>18.3</td>
<td>36.0</td>
<td>2.0</td>
</tr>
<tr>
<td>6</td>
<td>Septicemia</td>
<td>13.9</td>
<td>23.4</td>
<td>1.7</td>
</tr>
<tr>
<td>7</td>
<td>Stroke</td>
<td>45.4</td>
<td>60.8</td>
<td>1.3</td>
</tr>
<tr>
<td>8</td>
<td>Heart Disease</td>
<td>217.4</td>
<td>262.7</td>
<td>1.2</td>
</tr>
<tr>
<td>9</td>
<td>Cancer</td>
<td>185.4</td>
<td>212.7</td>
<td>1.1</td>
</tr>
<tr>
<td>10</td>
<td>Influenza/Pneumonia</td>
<td>20.8</td>
<td>19.5</td>
<td>0.9</td>
</tr>
</tbody>
</table>

*Based on 15 Leading Causes of Death Among Blacks  
Source: National Center for Health Statistics (NCHS), National Vital Statistics System
ADDRESSING THE PROBLEM
OMHHD, Center for Advancement, Center for Health Protection
Hypertension Control Intervention:

ARKANSAS MINORITY BARBER & BEAUTY SHOP Health Initiative

[Logo with various partners' logos]
Arkansas Minority Barbershop & Beauty Shop Health Initiative

Increase public awareness about heart disease and stroke in a convenient location (2013)

**SCREEN:** hypertension, cholesterol, and diabetes, screening.

**EDUCATE:** importance of proper diet, physical exercise, smoking cessation and recognizing signs of a stroke and heart attack.

**REFER:** referral services for high risk individuals identified through screening.
Client Flow Chart

1. Registration
2. Blood Pressure
3. Cholesterol & Glucose
4. Stamp out-smoking
5. Heart & Stroke
6. BMI, Nutrition, Physical Activity
7. Counseling & Medical Referrals
8. EXIT Survey

*Doctor on Call not included in 9 member team

Total Volunteers Per Team = 18
- 1 Captain
- 2 Registration
- 4 Nurses
- 2 Nursing Student
- 1 SOS
- 1 Dietitian
- 1 Dietitian Student
- 1 APN
- 1 Medical Student
- 2 Exit Volunteers
- 1 Runner

Supplies
- 1 Scale
- 4 Cholesterol Machines
- 2 Automatic BP machines
- 2 XL cuffs
- 7 Tables
- 26 chairs
Arkansas Minority Barbershop & Beauty Shop Health Initiative

2013-2017 Screening Totals:

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>242</td>
<td>447</td>
<td>431</td>
<td>446</td>
<td>552</td>
<td>358</td>
<td>2,460</td>
</tr>
</tbody>
</table>
## Arkansas Minority Barber & Beauty Shop Referrals, 2016-2018

<table>
<thead>
<tr>
<th>Type of Referral</th>
<th>Number</th>
<th>Percent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred to PCP</td>
<td>432</td>
<td>31.9</td>
</tr>
<tr>
<td>Referred to ER</td>
<td>3</td>
<td>0.2</td>
</tr>
<tr>
<td>Total Referrals</td>
<td>435</td>
<td>32.1</td>
</tr>
</tbody>
</table>

*Note: Percent of Total Sample Size
Source: Arkansas Minority Barber Beauty Shop Health Initiative.
HISTORICAL ROLE OF THE BARBER & BEAUTICIAN

Historical Role:
https://www.youtube.com/watch?v=ilNo-bH_ysk
• Barbershops and hair salons are effective locations for community based interventions.

• Individuals are more likely to embrace their health in places where they gather and feel comfortable with information they can understand and trust.
CUT & COUNSEL:
Health Promotion Training for Minority Barbers, Stylists and Cosmetology Students
To train hair care professionals on how to provide hypertension screenings and education on health topics to their clientele that is accurate and culturally appropriate.
• Participants learn how to take their customers’ blood pressure and refer customers with elevated readings to health care professionals.

• Other health education provided includes: Diabetes, HIV, Obesity, Cancer and Breastfeeding.
The Benefits of Breastfeeding and Risks Associated with Formula Feeding
Breastfeeding lowers risk of infections and illnesses

- Ear infections
- Respiratory infections
- Gastrointestinal disorders
- Obesity

For every 1,000 babies **not** breastfed

- > 2,033 physician visits,
- 212 days in the hospital
- 609 prescriptions
CUT & COUNSEL

Impact on Mothers

- Faster recovery from pregnancy and childbirth
- Lower risk of breast cancer
- Lower risk of osteoporosis
- Burns calories
- Satisfaction she is giving her baby the best start in life possible
Optics Are Everything...

Arkansas has 2 laws that support breastfeeding women. They protect:

- A woman’s right to breastfeed in public and
- Require employers to provide reasonable unpaid break time to employees who need to express or pump breast milk.

  - A woman may breastfeed a child in a public place or any place where other individuals are present. The 2007 law also amended the Arkansas indecency law (Code 5-14-112) to provide protection from prosecution for indecent exposure.

- **Act 621: 11-5-116. Break time for expressing breast milk.**
  - Summary: An employer shall provide: 1) reasonable unpaid break time and 2) a reasonable private, secure and sanitary location other than a toilet and close to work location. The employee shall make reasonable efforts to minimize disruption to employer’s operations.
A Few Benefits of Supporting and Providing Lactation Accommodations for Breastfeeding Women

- Increased clientele loyalty
- Female clientele stay longer vs. searching for another shop/salon due to lack of accommodations
- Recognition as a “family-friendly” business
- Word-of-mouth goes a long way!
Easy Ways to Support Breastfeeding Clientele

Option #1: Private Room for Milk Expression

Basic Needs
- 4' x 5' space minimal
- Signage for private space
  - "Breastfeeding/Pumping In Progress"
- Access to nearby running water
- Electrical outlet
- Chair and shelf or table for breast pump
- Lock on door
- Safe, clean environment
- Example: Supply closet/Manager’s office
Easy Ways to Support Breastfeeding Clientele

Option #2: Space for Milk Expression

Basic Needs

- 3’ x 4’ space minimal
- Appropriate signage
  - “Breastfeeding Welcome Here”
  - “Our Shop/Salon loves Moms Who Breastfeed!!”
- Access to nearby running water
- Electrical outlet
- Chair and table for breast pump
- Safe, clean environment
- Shop/salon cape
- Example: Shop/salon waiting room area
CUT & COUNSEL

NOT An Option...

A restroom is NOT a sanitary place to breastfeed or express milk!
CUT & COUNSEL

Support...What Can You Do?

- **Verbiage**
  - **NO:** “Are you going to breastfeed at my barbers shop/hair salon?”
  - **YES:** “How you can help you with breastfeeding at my barbers shop/hair salon?”

- **How to respond ‘disapproving’ customers**
  - Acknowledge their feelings
  - Reaffirm Your and Your shop’s/salon’s support of breastfeeding
  - Educate about laws

- Don’t be judgmental

- Communicate

- Promote/Educate breastfeeding in public as normal
  - Hang welcoming signs/posters
Sample Breastfeeding-related Question from Cut & Counsel Training

https://youtu.be/nwsws6pESag
“If You Want To Walk Fast, Walk Alone. If You Want To Walk Far, Walk Together.” ~ African Proverb

Thank You!!!