

Barbershop Health Talks: Nurses Building Interprofessional Patient Education (In Style)

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Objectives

Understand

The history and significance of the barbershop influence on Black Men's health.

Explore

The impact nurses have away from the bedside through innovative approaches to community interventions and health education.

Discuss

The importance of community partnerships and coalition building in the development, implementation, and evaluation of programming.

History of Black Barbershops

- Most Black barbers in the 19th century were enslaved men leased out to local businesses, but some were free Blacks working for a bit of income serving primarily wealthy white clients
- A shift in the 1880 and 1890, after the emancipation, led to shops opening in Black communities to specifically serve Black men.
- 1934 Henry M. Morgan opened the first national chain of barber colleges—The Tyler Barber College
- One of the founding industries that boosted the African-American economy after slavery and allowed black men to become entrepreneurs



(Grant, 2016; Mills, 2013; National Association of Barbers, 2022; Ryssdal, 2014)

Barbershop Health Interventions

- Pioneered in 1980's by Cardiologist, Dr. Basil W. Kong and Dr. Elijah Saunders
- Their innovative approach paved the way for proliferation of church-based, barbershop and beauty salon programs throughout the U.S

(Kong, 1989; Leman, 2019)



Black Barbershop Health Outreach Program

- Founded by Pediatricist Dr. Bill Releford in 2006
- Screened over 30,000 men for diabetes and hypertension
- Organized over 1150 black-owned barbershop across the country by leading over 5,000 volunteers in the work

(Black Barbershop Health Outreach Program, 2020; Releford, Frencher, & Yancey, 2010; Releford, Frencher, Yancey, & Norris, 2010)





(Todd & Ackerman-Barger, 2019)

“Doing what we are doing, getting the word out, its not a bad thing, showing its not girly. Coming to places like this to get the word out we need more AAM [in nursing]”

“What you’re doing, talks about it, with men you have to show us. Talk about the benefits. We gotta see if I put this time in, what will I get. Once they see that, they will see it’s really not that hard, this step then this step. Show ‘em more, what it brings, the benefits. That would make more younger men try it.”



- Streamed live into barbershops with content from CCBNA and GNYBNA
- Featured Healthcare Professionals and Community Leaders
- Topics included fatherhood, manhood, preventative health, and mental health


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 11:00 A - 2:30 P PST
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"[I loved] Having personal testimonies from the guests and them having a fun personality."

"Honest conversations from people I can relate to..."

"Personally commit to annual check ups and encourage friends my age to do the same. Discourage my community from using the internet to self diagnose but instead seek medical help when needed."

"I really enjoyed the different speakers that shattered the image of how a doctor should behave and dress as."






- Prerecorded and episodic
- Focused education featuring local Black male healthcare professionals and community leaders




June 23rd, 2022
4p-5p



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"[I liked] having a recording that could be watched later."

"[I liked that the episode had] actual persons involved in gun violence."

"[I have] more awareness of at-risk situations and compassion for those who experience gun violence."

"it is a nice, informal, geared towards specific needs of the community."



Lessons Learned

- Racial Concordance (King, Wong, Shapiro, Landon, & Cunningham, 2004)
- Collective Impact (National Council of Nonprofits, 2022)



Next Steps

- Strategy Validation



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