

Background

Over 42 million Americans smoke. Despite numerous smoking cessation interventions, the overall prevalence remains high for inner-city communities and Black men. To overcome institutional and socio-cultural obstacles, barbershops have been identified as culturally suitable locations for sharing health information and conducting preventive health screenings to Black men. Engaging barbers as peer educators for smoking cessation could be an effective way to improve the health of Black men, their partners, their young children, and their unborn babies.



Fig 1: Barbers, trainer and investigator



Fig 2: Barbers training

Objectives

- To identify and train selected barbers to become Peer Educators to encourage participation in the smoking cessation program
- To explore the feasibility and acceptability of a smoking cessation program offered by the local barbers
- To assess the satisfaction of barbers in providing the education services among their clients
- To understand the factors that influence participation in the smoking cessation program

Method

Guided by the tenets of Community Based Participatory Research (CBPR), this project recruited barbers as Peer Educators. Barbers received Peer Education Training and referred the interested client to a smoking cessation program. A concurrent mixed methods approach will evaluate the effectiveness of barbers as peer educators and influencers of participation in smoking cessation programs.



Fig 3: Study flow diagram



Fig 4: Focus group discussion

Preliminary Results

- 7 barbers received the originally developed long training; 4 barbers received a shortened training
- 78 smokers were referred by barbers who received long training; 28 referred by barbers who received short training
- 58 smokers followed through with quit resource referral among those referred by the barbers with extended training.
- 18 smokers followed through with quit resource referral among those referred by barbers with short training
- Five focus group discussion and two in-depth interviews have been conducted.



Fig 5: Preliminary results

Conclusion : A CBPR approach to training barbers and implement brief smoking cessation efforts may be a valuable initiative in smoking cessation.

