WHAT BLACK BARBERS & STYLISTS SAY TO SCIENTISTS:
NO RESEARCH ON US WITHOUT US!

An Innovation Design Studio on Biomedical Clinical Trials and the Role of Black Barbershops and Salons in Recruitment and Retention of African Americans

Monday, December 9, 2019
The Hotel at The University of Maryland 7777 Baltimore Ave, College Park, MD 20742

Stephen B. Thomas, Ph.D.
Professor Health Policy & Management
Director, Maryland Center for Health Equity
School of Public Health
University of Maryland
College Park, MD
sbt@umd.edu

Craig S. Fryer, DrPH
Associate Professor
Behavioral & Community Health
Associate Director
Maryland Center for Health Equity
School of Public Health
University of Maryland
College Park, MD
csfryer@umd.edu
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CENTER FOR HEALTH EQUITY

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The ultimate aim is to uncover social, cultural and environmental factors beyond the biomedical model and address a broad range of issues. This approach includes, but not limited to, breaking the cycle of poverty, increasing access to quality health care, eliminating environmental hazards in homes and neighborhoods, and the implementation of effective prevention programs tailored to specific community needs.
The Historical Context of Health Disparities

“..If there is no **struggle**, there is no progress. Those who profess to favor freedom, and yet depreciate agitation, are men who want crops without plowing up the ground. They want rain without thunder and lightning. They want the ocean without the awful roar of its many waters...”

(Fredrick Douglass)
Defining Health Disparities and Health Equity
“Health equity means that everyone has a fair and just opportunity to be as healthy as possible…”

Braveman, 2017
For the purposes of measurement, health equity means reducing and ultimately eliminating disparities in health and its determinants that adversely affect excluded or marginalized groups.

Braveman, 2017
... if an effort does not address poverty, discrimination, or their health-damaging consequences for groups of people who have historically been excluded or marginalized – it’s probably not a health equity effort.

Braveman, 2017
Barbershops: A Brief Review of Literature
Several types of research examine health prevention and intervention programs efficacy in Black barbershops.

- Raising awareness regarding HIV prevention and hypertension proved effective.

- Barbers and customers express interest in collaboration on health education services.
Recent Submissions

Feasibility Study of Engaging Barbershops for Prostate Cancer Education in Rural African-American Communities
The barbershop is a promising setting where African-American men might receive information and education about prostate cancer. In this study, we assessed the feasibility of engaging rural barbershops as venues for barbers ...

A Survey of African American Men in Chicago Barbershops: Implications for the Effectiveness of the Barbershop Model in the Health Promotion of African American Men
Moore, Nataka; Wright, Matara; Gipson, Jessica; Jordan, Greg; Harsh, Mohit; Reed, Daniel; Murray, Marcus; Keeter, Mary Kate; Murphy, Adam (2016)
The barbershop has been used to target African American (AA) men across age groups for health screenings, health interventions, and for research. However, few studies explore the sociodemographic characteristics of barbers ...

Strategies for Recruiting African American Men into Prostate Cancer Screening Studies
Jones, Randy; Steeves, Richard; Williams, Ishan (Nursing Research, 2010)
Background Recruitment for research and clinical trials continues to be challenging. Prostate cancer is the most commonly diagnosed cancer in men and disproportionately affects African American men; thus, effective recruitment ...

A Cluster-Randomized Trial of Blood-Pressure Reduction in Black Barbershops
Victor, Ronald; Lynch, Kathleen; Li, Ning; Blyler, Ciantel (The New England Journal of Medicine, 2018)
BACKGROUND Uncontrolled hypertension is a major problem among non-Hispanic black men, who are underrepresented in pharmacist intervention trials in traditional health care settings. METHODS We enrolled a cohort of 319 black ...

Qualitative Systematic Review of Barber-Administered Health Education, Promotion,
History Matters
2001 FEDERAL DHHS

TAKE A LOVED ONE TO THE DOCTOR DAY

4th GENERATION APPROACH:

TAKE A HEALTH PROFESSIONAL TO THE PEOPLE
Health Advocates In-Research and Research (H.A.I.R.)

- Growing interest in improving black men’s health and related health disparities

- The mental health outcomes of black men
  - Social Environments (racial profiling, discrimination, violence)
  - Economic environments (poverty, unemployment)

- Less explored are the protective mechanisms black men employ

- Examine the beliefs and factors influencing the coping responses of black men

NIH-NIMHD (P20MD006737; Thomas, PI; Fryer, SubProject PI)

- In-Depth Interviews (N=40); 45 – 75 minutes in length; age: 18-64
- Semi-structured Interview Protocol
  - 15 Questions; 15 Standard Probes; Life course perspective
- Topics:
  - What does health mean to you?
  - What are unique health needs of black men?
- Results:
  The responsibility of health and wellness
- Results:
  Themes of resiliency – Manhood, Spirituality, and Social Support

“So they’re just not my customers, they’re my friends. They help out. They need help from things that I know, they’ll ask me. I need a little help from things that they know, I’ll ask them.” (Remington, age 46)
What Black Barbers and Stylists Say to Scientists: No Research on Us Without Us

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Topline Summary (work-in-progress)
On barriers to participation:
Referring to a white researcher’s palpable discomfort with largely Black Audience:

“Basically trust, just trust. People [researchers] come ask questions without telling you anything about themselves. It's kind of hard to trust.”

“And it was just so very apparent that she was uncomfortable with this... And I know that I wouldn’t talk with her. Sending someone more like me probably would be more productive.”
On the role of barbershops in research:

“I love my industry. I always think we're the most important thing in the community. I don't think the world can really move without us.... I just want to protect the industry, you know, I'm saying we have a lot of inclusiveness amongst each other because we share intimate things. And I assume that's why people want to use barbers to get the information, you know, so I think this whole connection itself, you know, is great as far as ‘No research on us without us.’”
“A doctor can write a prescription, but what happens when people get home and talk with these opinion leaders in the community? They don’t have PhDs or MDs, but they have trust that conveys credibility that health professionals themselves don’t have.”

—Stephen Thomas, director, Maryland Center for Health Equity, University of Maryland
Next Steps

- Establish National Association of Barbers & Stylists for Health
- Set research ethics standards for barbershop & salon health programs
- Help barbers and stylists become certified Community Health Workers
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