

# Our HAIR (Health Access Initiative for Recovery)

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# Our Why

Systemic Racism in medicine against African Americans

African Americans mistrust of health system

African Americans are less engaged in BH system

Barbershops/Salons are safe places for African American community

Barbers/Stylists historic trust and support of clients

# Goals of Our HAIR

Improve

Improve health outcomes in the African American community through increased culturally meaningful outreach, beginning in Pittsburgh.

Increase

Increase engagement, education and resource dissemination about substance use and suicide prevention.

Decrease

Decrease the disparities between Black and White Pennsylvanians in effective utilization of behavioral health resources including prevention, early intervention, and treatment.



# Our HAIR (Health Access Initiative for Recovery)

Train 25 Black and Brown barbers/stylist in Allegheny County re: how to talk to their clients about MH, Suicide and SUD issues and how to refer them for help

Pay Barbers/stylists a stipend for participation

Provide monthly consultation and support to barbers/stylists

Concierge wellness line for referrals

# Training

- Interactive 2-day training with role plays/practice sessions
  - Day One:
    - AA and mental health issues
    - Trauma
    - Stigma around MH and SUD
    - Depression
    - Anxiety
    - Suicide prevention (Trained in QPR)
  - Day Two
    - SUD
    - OUD
    - MAT
    - Narcan (how to use and provided for their shops)



# Launched Our HAIR Training October 2022

Trained three cohorts of  
barbers/stylist (25)

## Communities represented:

- Hill District
- Oakland
- Homestead
- Swissvale
- Pitcairn
- West Mifflin
- Homewood
- Penn Hills
- Wilkinsburg
- East Liberty

# Outcomes



# Of barbers/stylists  
trained



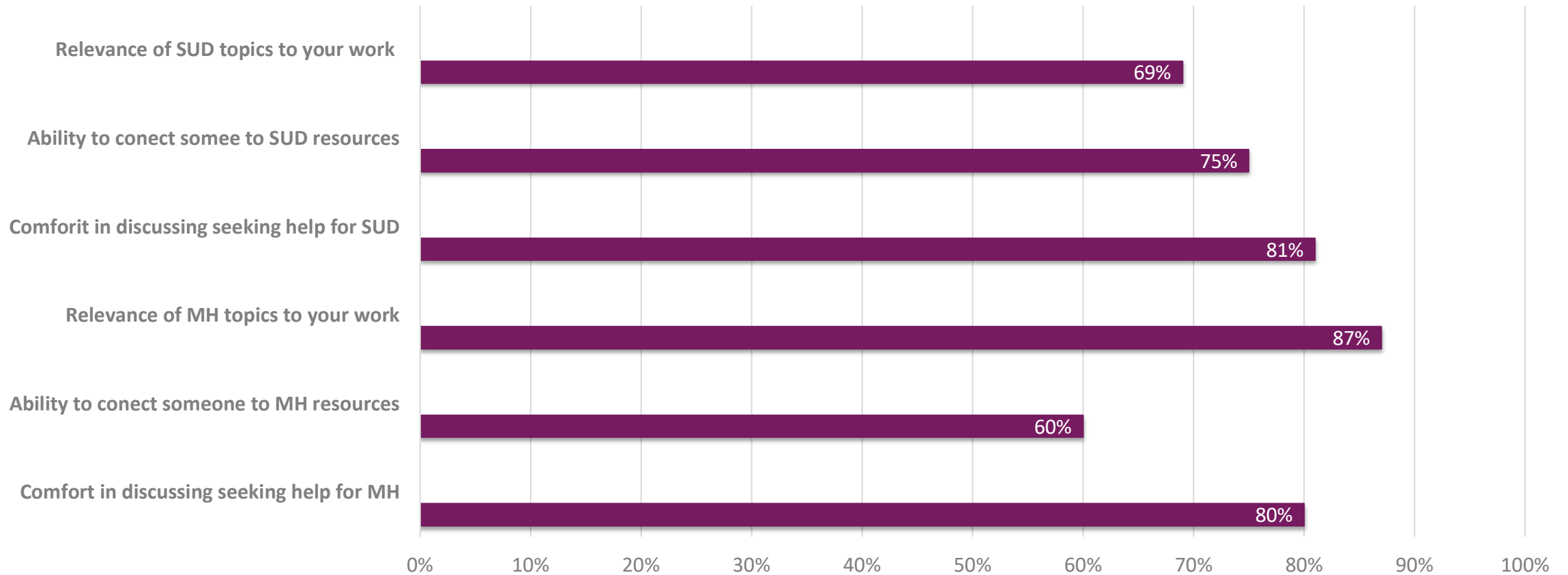
Efficacy evaluation



# Of calls to the concierge  
line

# Our HAIR

Our HAIR Training n=16





## What We Have Learned

- Various policy and procedural barriers
- Time is a barrier
- Barbers/stylists are the people they serve
- Barbers/stylists already doing the work/community advocates
- Great value having someone with lived experience participate in trainings
- Barbers/stylist found the network very valuable/supportive
- The work doesn't stop after the training
- Barbers and stylists really appreciate having the resources/support
- Be flexible

# Questions?

