

AAIUH Beauty Salon Health Education Program: Lessons Learned from Bridging Community, Agency & Academia in Philadelphia

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Overview

- Background of Partnership
- Shared Vision & Philosophy
- Keys to Success of the Partnership
- Lesson Learned: Management Issues
 - Successes
 - Challenges
- Conclusion: Pilot Data

Literature: Community-academic partnerships

- Community-academic partnerships offer unique opportunities to reduce **disparities** (Hubbell & Burman, 2006; Suarez-Balcazar et al., 2006; Meyer et al., 2005)
- Common in public health, however there are challenges to success (Hubbell & Burman, 2006)

Background of the Partnership

Arthur Ashe Institute for Urban Health

- AAIUH created in 1992 to reduce morbidity & mortality in urban minority communities
- Focus on improving access to care and increasing health knowledge
- Over 10 years, AAIUH has piloted several beauty salon health education and promotion programs targeting African Americans & Latinos in Brooklyn, NY

Arthur Ashe Institute for Urban Health

- Sept. 2004 AAIUH received support from GlaxoSmithKline and Macy's East to expand NY programs to Philadelphia
- Replication project was initially funded by GSK and Macy's East in Year 1
- Macy's East also funded portions of Year 2
- STEPS to a Healthier Philadelphia (govt grant) funding was obtained in Year 2

Overall Purpose of AAIUH Programs in Philadelphia

- The purpose of *Black Pearls and Nuestra Belleza* is to work with beauty salons as educational sites to increase the health awareness of asthma and diabetes of African-American and Latina women living in West and Northern Philadelphia neighborhoods.

Setting

- Beauty salons were chosen as the health education sites because they are familiar social centers that provide accessibility to reach many African American and Latina women across all ages.
- Although there have been beauty salon based interventions, *Black Pearls/Nuestra Belleza* are unique because they bring together hair stylists, clients and lay health educators in a non-traditional setting.

Project Objectives

- Develop a cadre of community-academic partners
- Build capacity of community partners to:
 - Implement, monitor, and evaluate salon initiatives around diabetes, asthma, nutrition and physical activity
- Evaluate and monitor overall partnership successes and challenges in implementing programs

The Partnership

- AAIUH (CEO & Deputy Dir for Community Health Empowerment)
- Community Based Organizations
 - Philadelphia Beauty Showcase Museum (PBS)
 - Asociacion de Puertorriquenos en la Marcha, Inc. (APM)
- Academic Institutions
 - Drexel School of Public Health (Center for Health Equality)
 - Temple University Depts. of Nursing and Public Health
 - University of Pennsylvania Schools of Medicine and Nursing
- Government
 - Mayor's Office of Health and Wellness (Health Czar)
- Health Center
 - Mercy Circle of Care

Shared Vision & Philosophy

Selection of CBOs

- Shared vision of AAIUH and project
- Well established and respected in the community
- Commitment to the project and programs
- Ability to recruit salons from the community

Selection of CBOs cont'd

- Possessed philosophy of community empowerment
- Dedicated staff and resources from planning to implementation to evaluation
- Interested in building capacity of the org
- Ability to establish health referral networks

Selection of Academic Institutions

- Shared vision of the project
- Passion for community empowerment & capacity building in the community
- Expertise in:
 - Health education programming
 - Survey instrument development
 - Data management and analysis
- Ability to supervise student interns
- Dedicated faculty and staff resources

Selection of Health Center and Mayor's Office Involvement

- Health Center
 - Chosen based on availability of community programs for referral
 - Well established and respected in community
- Mayor's Office of Health and Fitness
 - Dedicated staff to assisting academic partners in curriculum development
 - History of success in nutrition and PA education
 - Award winning "Chefs in Red" program

Working Together: Keys to Success of the Partnership

- Shared philosophy of CBPR among all involved
- Lead organization (AAIUH) guided the work of the group
- “Transparency” & no hidden agendas
- Building trust & respect among team members
- Benefits for all partners

Working Together: Keys to Success of the Partnership

- MOA established among all partners
- Diversity of discipline and backgrounds of partners
- Mutual agreement on deliverables
- Division of tasks based on expertise of partners
 - APM & PBS salon recruitment in HA and AA communities
 - Drexel SPH evaluation and assessment & data management and analysis
 - Temple curriculum development and lay health educator training
 - UPENN developed network of providers in W. Phila
 - Mercy Circle of Care health referral networks
 - Mayor's Office Health Czar-curriculum development & training

Lessons Learned: Successful Management Strategies

- Roadmap w/ key milestones and deliverables
- Bimonthly in-person meeting of all partners
- Monthly phone meetings
- Weekly email communication from AAIUH
- In-person meeting locations rotated among all partners

Lessons Learned: Successful Management Strategies cont'd

- Lead liaison for project bilingual and located in Phila
- Liaison experienced in coalition building
- Hierarchy of communication
- Review of all documents by partners prior to submission (email)
- Shared responsibility of tasks
- Shared credit

Lessons Learned: Challenges in Managing Partnership

- Keeping on schedule
- Coordination of meetings
- IRB process among academic institutions
- Occasional tensions among academic institutions

Conclusion: Partnership Deliverables & Results



Philadelphia Community Health Empowerment Program

Presents

Philly Health & Wellness Day

Saturday, September 16, 2006

at

Divine Creations Beauty Salon



Knowledgeable health educators and volunteers will help you:

- Find medical resources and health screenings in your neighborhood.
- Answer questions about medical conditions.
- Find local support groups.

Place: 509 S. 52nd Street

Date: Saturday, September 16th

Time: 10:00 a.m. – 11:30 a.m.

Phone: 215-472-7248

Blood pressure screenings

Nutrition counseling

Food Sampling

WHERE BEAUTY AND HEALTH MEET!

SUPPORTED BY THE STEPS TO A HEALTHIER PHILADELPHIA INITIATIVE OF THE PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH UNDER A COLLABORATIVE AGREEMENT * ARTHUR ASHE INSTITUTE FOR URBAN HEALTH * MAYOR 'S OFFICE OF HEALTH & FITNESS * PHILA. BEAUTY SHOWCASE NATIONAL HISTORICAL MUSEUM * APM * DREXEL UNIVERSITY SCHOOL OF PUBLIC HEALTH * U OF PA SCHOOL OF MEDICINE DIVERSITY & COMMUNITY OUTREACH & SCHOOL OF NURSING * TEMPLE UNIVERISTY DEPT. OF NURSING * MERCY CIRCLE OF CARE

NUTRITION & PHYSICAL ACTIVITY QUESTIONNAIRE

ID # PR - _ _ _ _ _



Thank you for your participation in this project. Unless otherwise indicated, please select only one answer per question.

1. Eating healthy foods is expensive.



- Strongly Agree
- Agree
- Don't know
- Disagree
- Strongly Disagree

2. The tastiest foods are the ones that are bad for you.

- Strongly Agree
- Agree
- Don't know
- Disagree
- Strongly Disagree

3. There is more calcium in a glass of whole milk than a glass of skim milk.



- True
- False

4. It is generally good to eat foods which are low in saturated fats, trans fats and sodium.

- True
- False

5. If a person felt like eating something sweet, but was trying to cut down on sugar, which would be the best choice?

- Honey on toast
- Cereal snack bar
- Peanut butter and jelly sandwich
- Banana with plain yogurt

6. If a person wanted to reduce the amount of salt in their diet, which would be the best choice?

- Frozen/TV dinner
- Bag of potato chips
- Baked potato and broccoli
- Macaroni and cheese

7. Saturated fats are mainly found in: (check one)

- Vegetable oils
- Dairy products
- Fruits
- Breads

8. You should eat 6-11 servings from the bread/cereal group.



- True
- False

9. How many servings of fruits and vegetables a day should you eat?



- 2 servings
- 3 servings
- 4 servings
- 5 servings

10. One portion of cooked meat (3 ounces) is about the size of a:



- Football
- Deck of cards
- Thumb
- Hand

11. Since fruit juice is considered healthy, it is not high in calories.

- True
- False

12. When you go shopping what information do you look for on labels? Mark all that apply.

Nutrition Facts	
Serving Size 1 Cup (240 mL)	
Amount Per Serving	
	% Daily Value*
Total Fat 12g	24%
Cholesterol 5mg	10%
Total Carb 11g	22%
Protein 10g	20%

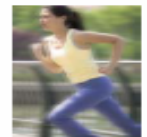
- Total fat
- Saturated fat
- Sugar
- Salt
- Calories
- Additives
- Cholesterol
- Something Else [Specify]: _____
- Don't do shopping
- Don't read labels

13. As long as you exercise enough you can eat what you like.



- True
- False

14. How many times a week should you exercise?



- 10 minutes, once a week
- 10 minutes, five days a week
- 30 minutes, once a week
- 30 minutes, five days a week

15. Regular exercise is any planned physical activity (e.g., speed walking, aerobics, jogging, bicycling, swimming, dance classes, etc.) done 3-5 times a week. Do you exercise regularly?

- Yes, I have been for MORE than 6 months.
- Yes, I have been for LESS than 6 months.
- No, but I intend to in the next 30 days.
- No, but I intend to in the next 6 months.
- No, and I do NOT intend to in the next 6 months.

STEPS to a Healthier Philadelphia Community Health Empowerment Program is a collaborative partnership between The Arthur Ashe Institute for Urban Health, Mayor's Office of Health and Fitness, PBS, APM, Drexel University, Temple University, University of Pennsylvania, and Mercy Circle of Care.



Pilot Results: Health & Wellness Day Respondent Characteristics

- 2 salons participated (West & North Phila)
- Demographics:
 - 27 female hair salon clients
 - 88% (AA) & 58% (HA) employed
 - 100% (AA) & 83% (HA) high school education
 - 12% (AA) & 60% (HA) earned less than 15k/yr
 - 12% (AA) & 50% (HA) uninsured
 - 42% (HA) spoke Spanish at home

Pilot Results: Health & Wellness Day on Nutrition & Physical Activity

Nutrition & PA Data:

- 63% (AA) & 33% (HA) believed healthy food is expensive
- Food misconceptions in both communities (i.e., milk, saturated fat)
- Portion size & food pyramid knowledge acquired after intervention
- Pre-intervention belief that as long as you exercised you could eat anything
- Post-intervention increase in intention to start exercise program

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