



North Carolina Trimming Risk in Men (TRIM) Project:

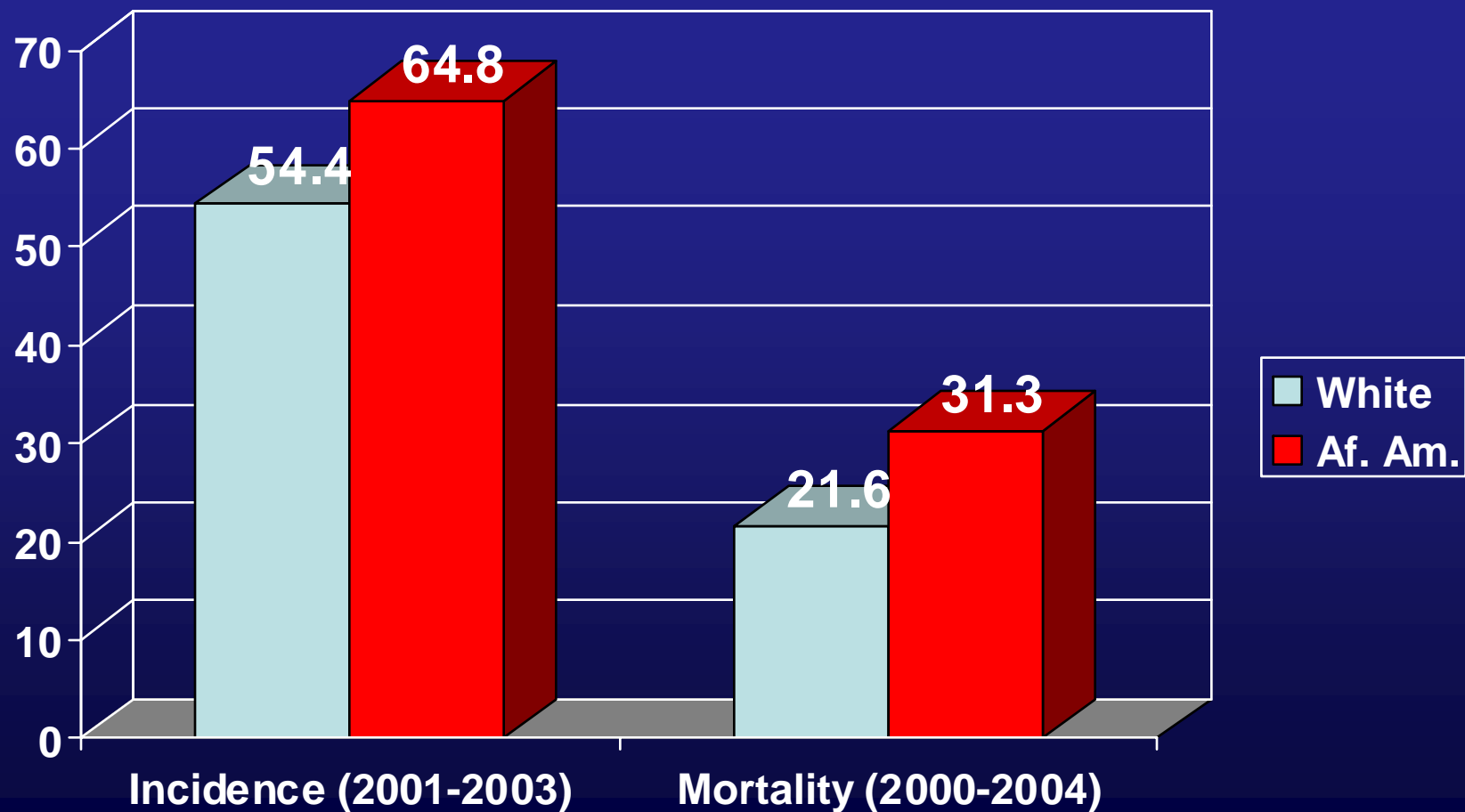
Formative Research to
Assess the Potential for
Promoting Cancer Prevention
in Black Barbershops

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Purpose

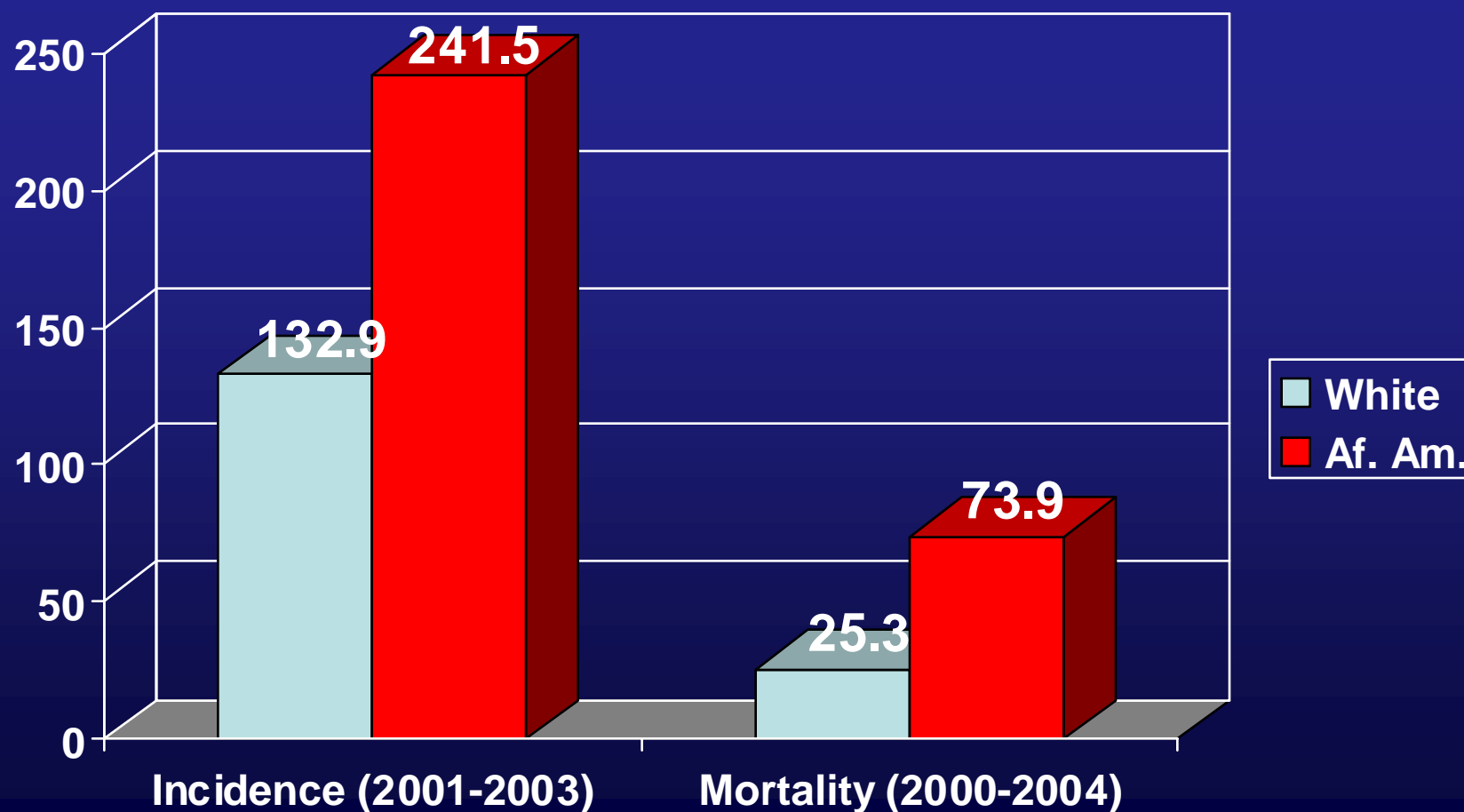
- Present results from formative research phase of the Trimming Risk In Men (TRIM) Project
- Discuss implications for cancer prevention and health disparities initiatives in Black barbershops

NC Colorectal Cancer Rates for Men by Race



National Cancer Institute, State Cancer Profiles; Rates per 100,000

NC Prostate Cancer Rates for Men by Race



National Cancer Institute, State Cancer Profiles; Rates per 100,000

Why Barbershops?

- Promising setting for health promotion programs among AA men
- Eight years of CBPR in AA beauty salons
- Frequent visits with same barber over time; trusting, friendly relationships
- “Safe” social/cultural space for AA men

TRIM Project Overview

- Testing feasibility of training barbers as peer educators to promote informed decision making about colorectal and prostate cancer screening among AA men
 - Phase 1 – Formative Research
 - Phase 2 – Pilot Intervention Trial

Advisory Board Members

- Roxana Murfree-Alston
 - Dudley Beauty School
- Morris Boswell
 - Guilford Technical College, Cosmetology and Barbering
- Michael Cotten
 - Chatham County Health Dept.
- Clastine Pool- Covington
 - Dudley Beauty School
- Jerry Head
 - Jerry Head Photography
- Donna Hooker
 - Donna's Hair Salon
- Ed Hooker
 - Owner/Barber, E-Style Barbershop
 - President, Piedmont Barbers Assoc.
- Laura Kujawski
 - NCI, Cancer Information Service
- Sharon Martin
 - Donna's Hair Salon
- Becky Hart Minor
 - Project Director, Southeast Region, NC/CIS
- Carlton Nicholson
 - Owner/Barber; Executive Secretary, Negro Barbers Assoc.
- Al Richmond
 - NC Institute for Minority Economic Development
 - NC Minority Prostate Cancer Awareness Action Team
- Joyce Thomas
 - Central Carolina Community College, Cosmetology & Barbering
- Cornell Wright
 - Center for Health & Healing

Methods

- Collaborate with Advisory Board members, owners, barbers, & customers from 8 Black barbershops
 - Owner/barber interviews (n=21)
 - Shop observations (n=8)
 - Customer focus group questionnaires (groups=6; participants=20)
 - Pilot barber training workshops (workshops=2; participants=11)

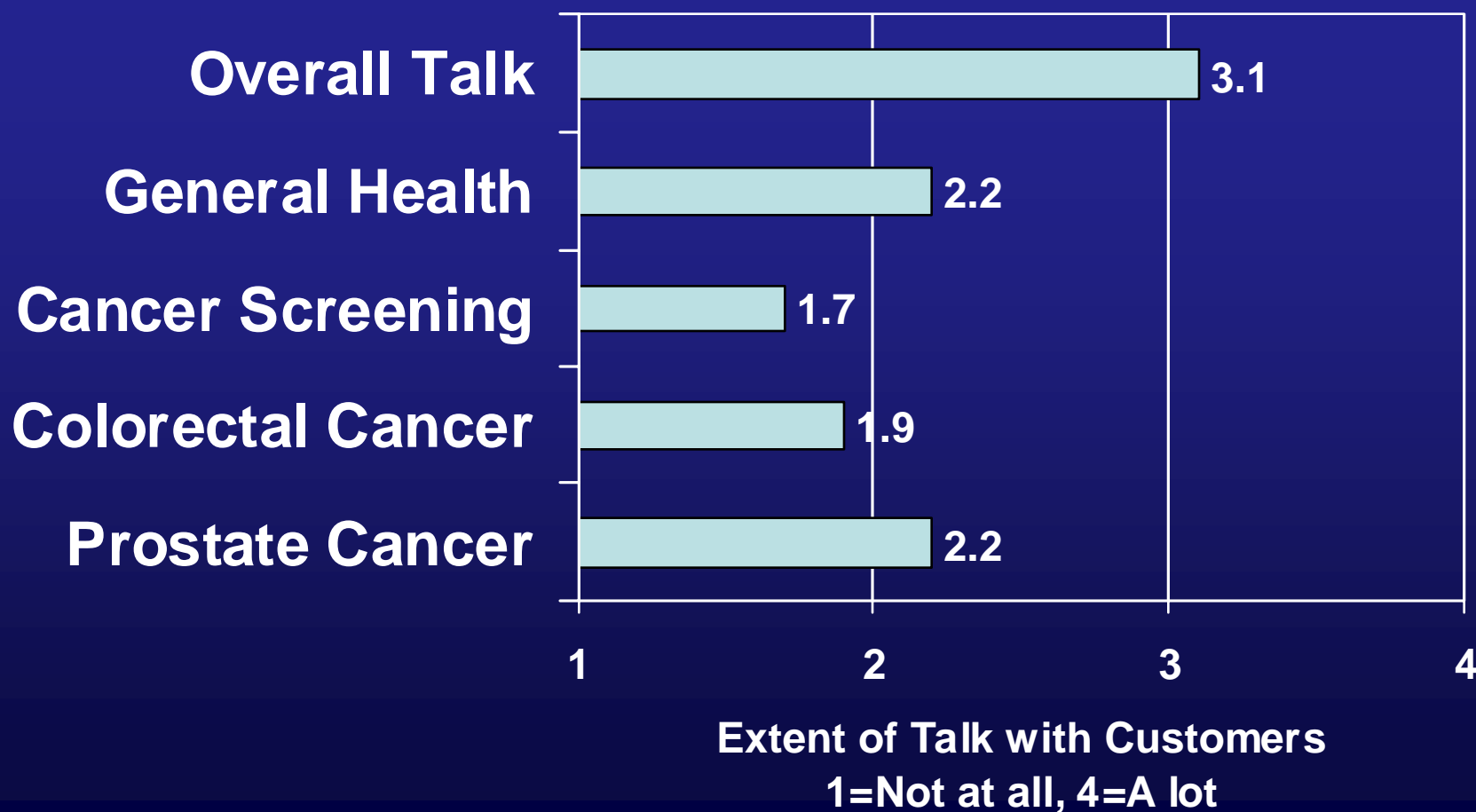
Barbershop Characteristics

Avg years in business	10 (1-24)
Avg number of barbers	3 (1-5)
Avg # customers – busy day	50 (15-90)
Avg # customers – slow day	16 (10-40)
Health conversations	(n=235)
- General Health	12%
- Cancer-related	0.9%

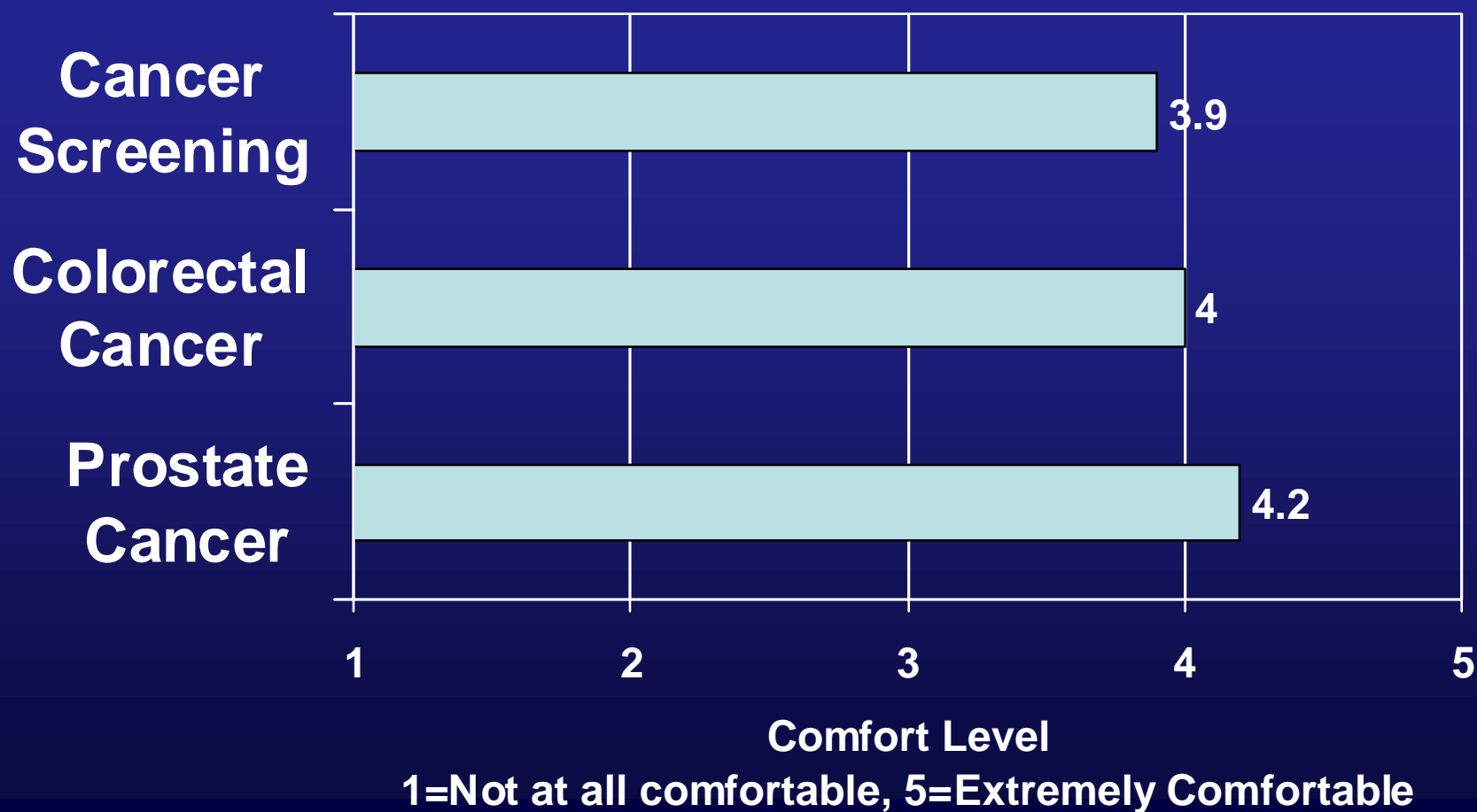
Barber Characteristics

Avg years at current shop	7 (0-29)
Avg # customer - busy day	22 (7-45)
Avg # customer - slow day	7 (1-15)
Avg # regular customers	59 (3-200)
Avg age (years)	40 (28-79)
Percent with at least some college	45%

Barbers – Extent of Health Talk With Customers



Barbers – Comfort Level With Cancer Talk



Customer Characteristics

Avg age (years)	45 (23-82)
At least some college or more	50%
Try to see same barber every visit	85%
Avg years going to current shop	10(1-40)
Visit shop at least once every 3 weeks	80%
Spend 30 mins to 1 hr in shop per visit	60%
Avg amount of talk with barber	3 (1-4)
Avg amount of health talk with barber	1.6 (1-3)

Barber Preferences – Learning About Cancer

How would you like to learn about cancer/cancer screening?	%
One-on-one training	94
Pamphlet	94
Video	89
Workshop	83

Barbers Preferences – Sharing Info With Customers

Preferred ways to share health info with customers	%
Pamphlets/brochures	95
Talk with customers	95
Posters in shop	89
Referrals – agencies/resources	83
Video in shop	56

Pilot Training Workshops

% change in knowledge: colorectal	44%
prostate	6.6%
% change in self-efficacy:	
Helping customers become more knowledgeable (crc/pc)	26%/33%
Initiating conversations (crc/pc)	15%/33%
Avg overall satisfaction (crc/pc)	4.3/4.3
Very or extremely likely to attend another workshop (crc/pc)	91%/100%

Discussion

- Shops are relatively stable, busy small businesses with loyal customers who visit the shop regularly
- Talk is common, but health and cancer talk is relatively uncommon
- Barbers are interested and willing to learn about health and cancer prevention
- Trainings produced increases in barber knowledge and self-efficacy; as well as high levels of satisfaction

Acknowledgements

- TRIM Advisory Board Members
- Participating barber shop owners, barbers, and customers
- Funding Support: Centers for Disease Control Special Interest Project awarded to research team at the University of North Carolina Chapel Hill, Center for Health Promotion and Disease Prevention (grant # U481DP0000599-03)
- UNC CHAI Core [grant# DK56350-(CNRU) ES10126]

TRIM-UNC Team

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