

*Are urban barbershops
enrolled in
The Prostate Net's
Barbershop Initiative
successfully reaching
and educating minority
patrons about prostate
cancer?*

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Prostate Cancer Disparities

Comparison of U.S. age-adjusted prostate cancer rates, 2000-2003

	Incidence		Mortality	
	Rate	Rate Ratio	Rate	Rate Ratio
Blacks	258.3	1.6	64.0	2.4
Whites	163.4		26.2	

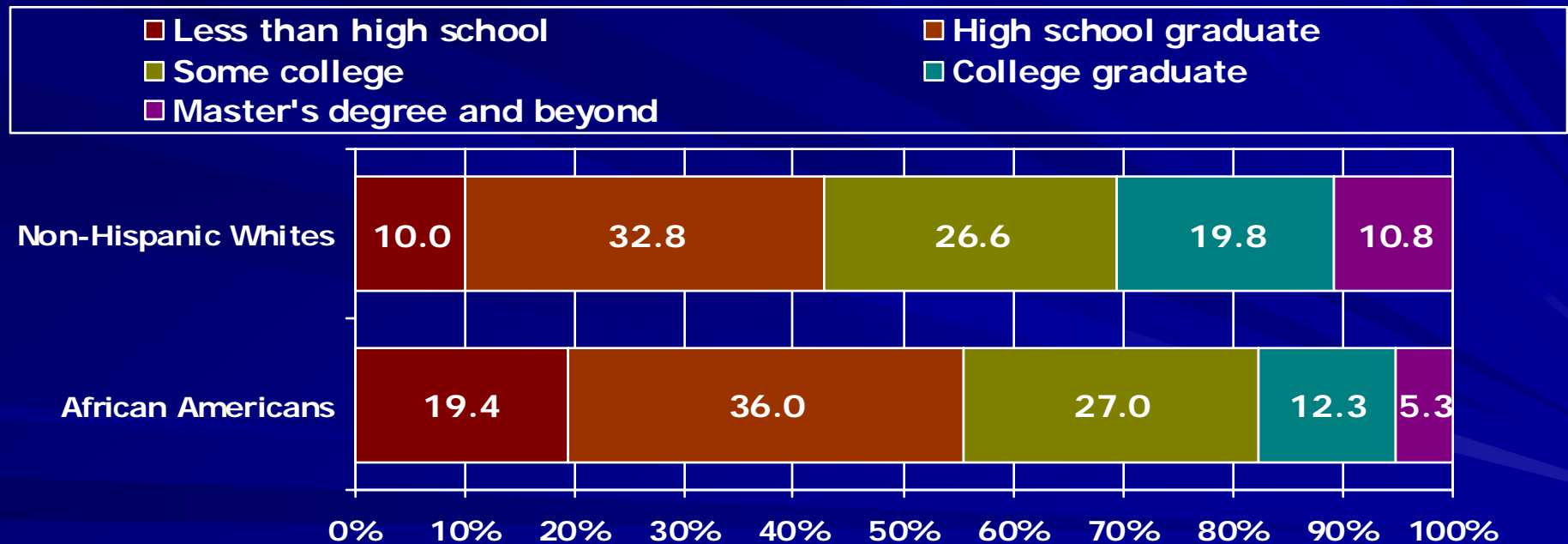
Rates are per 100,000, age-adjusted to the 2000 U.S. standard population.

Source: American Cancer Society, *Cancer Facts & Figures for African Americans 2007-2008*. Atlanta: American Cancer Society; 2007.

Socioeconomic Disparities

- 24% of African Americans, but only 10% of whites, live below the poverty line

Educational Attainment (%) of the Population 25 Years and Over, 2004*



*Educational attainment of the population 25 years and over, by age, sex, race, and Hispanic origin: 2004. Table 10. <http://www.census.gov/population/www/socdemo/education/cps2004.html>. Quoted in ACS, *Cancer Facts & Figures for African Americans 2007-2008*. Atlanta: ACS; 2007



The Prostate Net (www.prostatenet.org):

- National patient education/advocacy organization;
- Founded by Virgil H. Simons, prostate cancer survivor, who found **lack of knowledge, particularly in minority communities, to be an essential problem** to be remedied.
- Mr. Simons's extensive background in & knowledge of **marketing** have facilitated development of innovative approaches to such outreach and advocacy.

The Barbershop:

Catalyst for Change and
Communication –
A Report Card



The Barbershop Initiative


- Nationwide program established by The Prostate Net
- **Barbers** are enlisted as front-line, **community-based lay health educators**
- Organized through health care centers, which are responsible for recruiting and training the barbers
- Medical centers provide free prostate cancer screening to patients referred by participating barbers
- Barbers earn public recognition and community good will

Promotional Awareness

- Posters in medical centers
- Listing of participating barbershops
- Counter cards in barbershops
- Handbooks for the barber
- Post-training plaques and recognition

"Going to the *BARBERSHOP* to Fight Prostate Cancer"

A national initiative to promote disease risk education and Prostate Cancer Screening



Get the facts:



- Prostate Cancer is the single most diagnosed of all Cancers
- Prostate Cancer is the 2nd leading cause of death in men
- African-American men incidence rate is 59% greater than white males
- African-American men death rate is 128% higher than white males
- Latino/Hispanic males have the 3rd highest rates of Prostate Cancer
- Medically under served patients are usually diagnosed with advanced stage disease

Get a FREE Screening:
Visit your local **participating Barbershop** to get your **FREE Prostate Cancer Screening coupon** (a \$250 value)

You **must** call to schedule a **Prostate Cancer Screening appointment** with this **Medical Center**:

For a listing of participating **Barbershops**, visit or call:

Participating Partners:



The Prostate Net
www.prostate-online.org
1.888.4PROSNET (477.6763)

"Until there is a cure, we will provide the means to cope"

Why barbershops?

- Historically viewed in Black communities as safe place for conversations about sensitive matters
- Among first businesses established in growing Black communities
- Barbers are respected entrepreneurs in Black communities
- Barbers already are aware of health issues, as they are trained in observing hair and skin condition as possible disease symptoms
- Disadvantages of other proposed locations:
 - Medical centers: limited participation
 - Sporting events: screening not a priority for attendees
 - Churches: attendance not universal

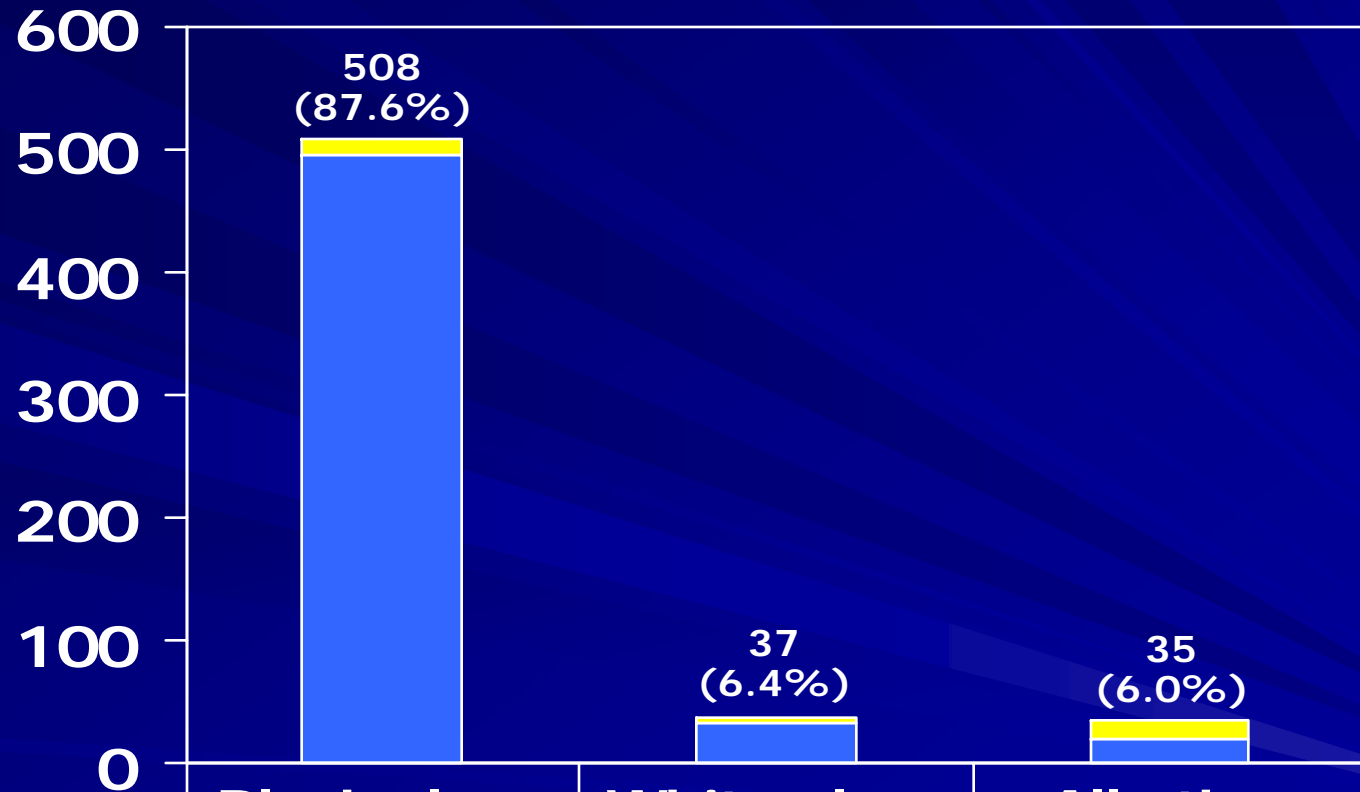
“Wired” Barbershops — The Knowledge Net

- Selected barbershops have computer **workstation kiosks** with content provided by The Knowledge Net, TPN’s initiative to provide multimedia educational resources on prostate cancer and, ultimately, other diseases.
- Cities with “wired” barbershops included in this analysis are **Chicago, Hartford, Atlanta**
- Expansion to other cities planned
- Kiosks support and encourage IRB-approved voluntary anonymous survey of participating patrons

Patron Surveys

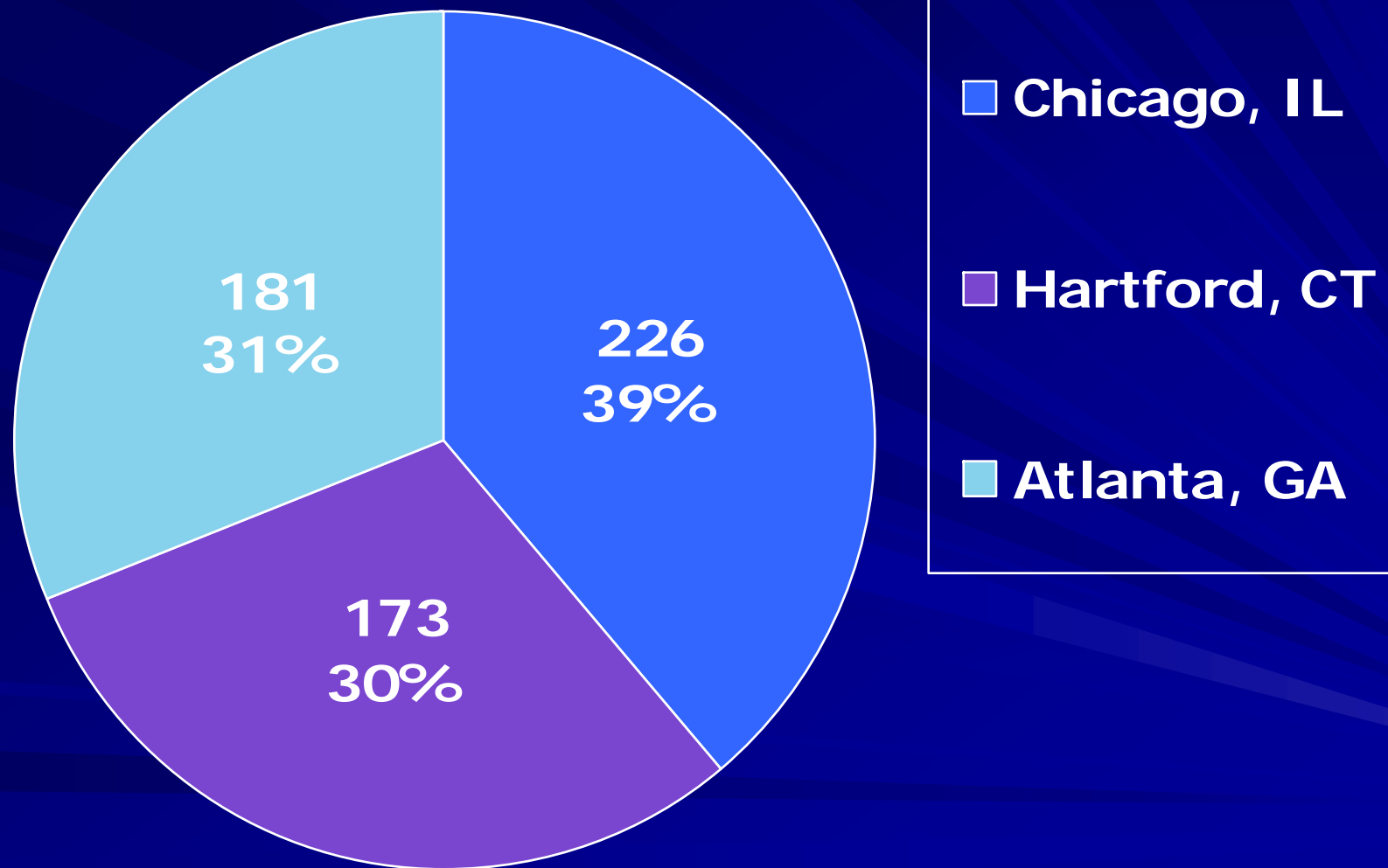
- Anonymous
- 580 men aged ≥ 30 completed surveys in **Chicago** (226), **Hartford** (173) & **Atlanta** (181) from Feb. 2006 through Sept. 2007
- Data from women and younger men not collected
- Respondents completing survey received certificate for a free haircut from that barbershop

Respondents' Ethnic/Racial Background



■ Hispanic	11	3	16
■ non-Hispanic	497	34	19

Respondents' Cities



Who Reported Receiving Prostate Cancer Information? I

- **74.5%** (432/580) of survey completers reported getting prostate cancer information in the barbershop
- Younger respondents more likely to report getting information in the barbershop ($p_{\text{trend}} = .0028^*$):

<i>Got info?</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>	<i>Total</i>
Yes	137 31.7% 84.0%	225 52.1% 71.7%	47 10.9% 69.1%	23 5.3% 65.7%	432 74.5%
No	26 17.6% 16.0%	89 60.1% 28.3%	21 14.2% 30.9%	12 8.1% 34.3%	148 25.5%
Total	163 28.1%	314 54.1%	68 11.7%	35 6.0%	580

© SHWeiss Nov. 2007 * Exact 2-tailed p -value for Cochran-Armitage trend, equivalently Mantel-Haenszel χ^2 . 14

Who Reported Receiving Prostate Cancer Information? II

- Those who are **less** well educated are somewhat **more** likely to report getting information in the barbershop ($p_{\text{trend}} = .0392^*$):

<i>Got info?</i>	<i>None – H.S.</i>	<i>Voc. or Some College</i>	<i>College Graduate</i>	<i>Graduate or Prof.</i>	<i>Total</i>
Yes	153 35.4% 79.7%	109 25.2% 76.2%	109 25.2% 67.3%	61 14.1% 73.5%	432 74.5%
No	39 26.4% 20.3%	34 23.0% 23.8%	53 35.8% 32.7%	22 14.9% 26.5%	148 25.5%
Total	192 33.1%	143 24.7%	162 27.9%	83 14.3%	580

* Exact 2-tailed p -value for Cochran-Armitage trend, equivalently Mantel-Haenszel χ^2 .

Who Reported Receiving Prostate Cancer Information? III

- Those who did **not** include a health care provider among their sources of prostate cancer information in the past year were **more likely** to get information in the barbershop ($p < .0001^*$)

<i>Got info in barber-shop?</i>	<i>Did not get info from h.c. provider</i>	<i>Did get info from h.c. provider</i>	<i>Total</i>
Yes	251 58.1% 81.8%	181 41.9% 66.3%	432 74.5%
No	56 37.8% 18.2%	92 62.2% 33.7%	148 25.5%
Total	307 52.9%	273 47.1%	580

* Two-tailed p -value for Fisher's exact test.

Sources of Information in the Barbershop

- Of the 436 respondents who reported **receiving information in the barbershop**:
 - 345 (79.9%) mentioned **the barber** as an information source;
 - 179 (41.4%) mentioned **brochures and printed information**;
 - 67 (15.5%) mentioned **other information from the computer**;
 - 60 (13.9%) mentioned **a health presentation**.

Patrons' Sharing of Info

- Of the 436 respondents (75.2%) who reported learning something on the day of the survey about prostate cancer screening, 429 (98.4%) indicated that **they would share what they learned** with:
 - **Family** (311, 72.5% of the sharers);
 - **Friends** (326, 76.0%);
 - **Co-workers** (225, 52.4%); and/or
 - **Religious leaders/church** (85, 19.8%).

Conclusions

- Barbershop Initiative is successfully educating some traditionally hard-to-reach, high-risk populations.
- Particularly effective among those less knowledgeable about prostate cancer (*i.e.*, the less well-educated and those who have not learned of it from a health care provider).
- Data support continuation of the initiative and expansion to other conditions where underserved urban minorities need to be better reached.

Even Leno Got it!



- **“In an effort to inform more African-American men on the dangers of prostate cancer, hundreds of Chicago area barbers are going to start talking to their customers about their health risks. Is that really who you want to talk about that with? Your barber? 'Yeah, take a little off the top, will you, Bob? And, listen, check the bottom while you're back there.'”**

• Q & A

Supplemental slides follow

(from 2004 presentation to University Hospital on the Barbershop Initiative)

Why We Must Be Concerned

- 1 in every 6 men get Prostate Cancer
- 1 in every 4 Black men get Prostate Cancer
- Latinos have the 3rd highest incidence rate
- Blacks and Latinos are diagnosed at advanced disease stages at a 144% greater rate than whites
- The 5 year survival rate for Blacks and Latinos is worse than for whites and getting worse
- Black men die at a rate 240% higher than whites

The Problems Don't Stop There

- Blacks have a greater incidence of High Blood Pressure than any other group
- Diabetes affects Blacks more than any other
- The risk of Stroke is greater for Blacks
- Smoking-related diseases occur more often among Blacks than other groups
- Heart Disease affects Blacks, Hispanics and Asian-Americans more than whites
- African-American men have a higher rate of Chronic Liver Disease
- 70% of reported cases of Tuberculosis is among minority communities
- The vast majority of Blacks and Hispanics do not seek treatment for Erectile Dysfunction

The Challenge: Addressing the Problem

- How do we reach the men
 - Medical centers – limited participation
 - Sporting events – screening not a priority
 - Church – not universal attendance
 - **THE BARBERSHOP!!** – every man goes to one

Why the Barbershop

- Historic community place of socialization and sometimes medical care
- Reaffirmed during the '60's as center for positive community action
- Continuing source of information and place for verbal interaction
- Emerging function as outreach center for community health information

Why the Barber

- Historic position as business leader in community
- Traditional role as opinion shaper in the community
- Hub of community information flow
- Important new role as lay health motivator and liaison with local medical centers

Validating the Experience



Promotional Objectives

- Validate roles of the barber as key opinion leader and the barbershop as community information center
- Establish on-going relationship between the local medical centers and barber shops
- Enhance disease risk awareness for the general public and increase patient education of treatment options to create empowerment
- Establish infra-structure for a nationwide “plug-in” network
- Reduce the disparity in minority healthcare

Promotion Concept: Pilot Launch

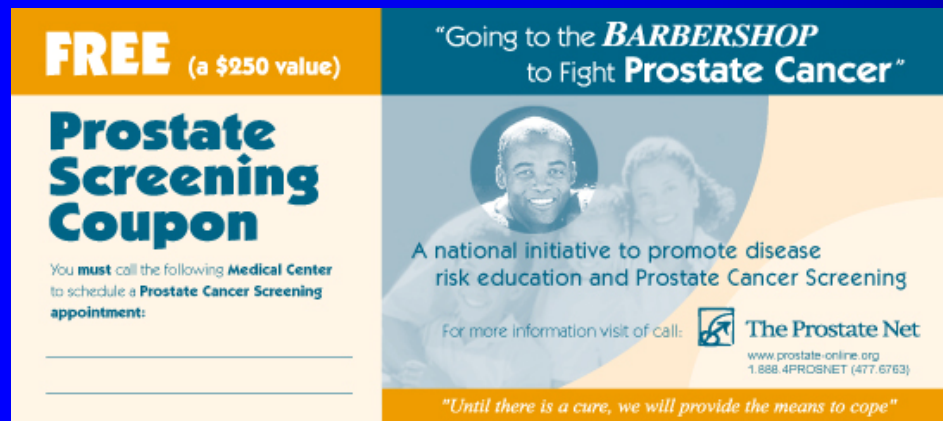
– 2/1-4/30

- Consumer effort tied into the movie – *“Barbershop2”*
- Theme – *“I’m Going to the Barbershop to Fight Cancer”*
- Leverage association with “Black History Month” and “National Cancer Prevention Month”
- Target minority consumers for education on, screening for, and treatment of Prostate Cancer through local medical centers and healthcare providers
- Major national and local media support, public service announcements, promotional events, celebrity involvement
- Incentives to better utilize the medical system for improved community health

Program Elements

- ◆ Identification of barbershops, by the hospital, in the medically underserved neighborhoods
- ◆ Training session for selected barbers by the hospitals
- ◆ Follow-up in-shop education by hospital/community outreach workers
- ◆ Awareness/Education brochures and CD's for all barbershops and health facilities
- ◆ Referral system for shop customers to appropriate local health facility for screening
- ◆ Free prostate cancer screenings by key hospital in each market, and follow-up care if needed

Promotional Incentives



- \$250 value screening coupons in shops
- Merchandise items for barbers and consumers
- Incentives for barbers
- On-going recognition for barber efforts

Promotional Awareness

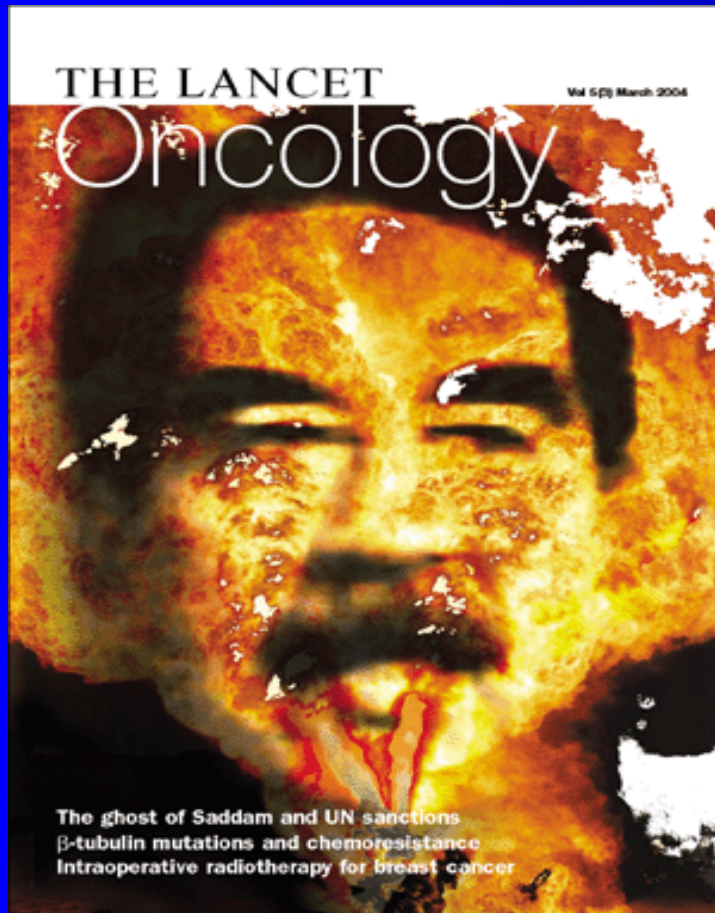


- **Support for “Health Tip of the Day” Contests in selected markets**
- **Free Consumer screenings**
- **Radio Exposure for participants**
- **Support for local medical center activities**
- **Increased traffic in barbershops**
- **Incentives for consumer participation**

What did this promotion do?

- Generated massive publicity and media blitz:
 - **Mainstream media:**
 - Public Service Announcements – TV, radio
 - Local TV news event coverage
 - Talk shows – TV and radio
 - Entertainment news TV
 - Magazines – consumer and trade
 - **National minority media:**
 - Black Entertainment Television
 - Black, Latino magazines
 - African-American church network
 - **Local minority radio:**
 - On-site broadcasts
 - Promo event coverage
 - Interviews

Change the Focus



- **Inside this issue** What does it mean to have cancer? This question has many answers, depending on the beliefs and attitudes of both patients and doctors. Disparate attitudes to cancer mean that a gap remains between people who seek treatment and those who do not. This month's *Leading edge* **emphasises the importance of culturally-sensitive approaches (such as the recently launched "Going to the Barbershop to Fight Cancer" campaign) in ensuring access to healthcare is a viable option for all.**

Mass Media Exposure



CHICAGO -- A new national campaign is using barbershops to address prostate cancer with black men.

Monday at Rush University Medical Center, local barbers were trained to discuss the disease with clients.

"The fact is men take better care of their hair than their own health," said Dr. Steven Rothschild from Rush. "They see their barber more often than they see their doctor."

- **61 NBC TV Stations**
- **11 ABC TV Stations**
- **3 UPN TV Stations**
- **Reinforcing the message of our Press Release and/or supporting local market activities**

Our “Report Card”

- 27 Medical Centers/Health Care Agencies
- National Service Organizations
 - NCI/CIS
 - NBLIC
 - ACS
- Converted more than 500 local barbers into Health Motivators
- Millions of Consumer Impressions
- **10,034 Men Screened for Pca!**

- As of 10/15/04

What did (and Will) this promotion do?

- Spoke to the consumer in a new voice
- Established the network for information dissemination
- Enhanced Disease Awareness
- Empowered consumers
- Increased the number of men screened
- Interdicted negative health impacts
- Increased barbershop traffic and market share
- Good information=good decisions=better lives ⇔ **Good Business**

Our Mission: Create New Paradigms for Healthcare Interactions

- **Value:**
 - Image
 - Economics
- **Accountability:**
 - Measurement Standards
 - Return on Investment
- **Sustainability:**
 - Create a Network
 - Provide Content

Creating a New Network

The Prostate Net

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graph TD; A([The Prostate Net]) --- B[Sponsors]; A --- C[Core Distribution: 80,000+ Website visits/month, 1,200 Patient Support Group Leaders, 1,000+ Public Health Workers, ~ 6,000 Medical Oncologists, > 400 Urological Specialists]; A --- D[National Medical Ass'n.]; C --- E[Participating Medical Centers]; C --- F[Community]; C --- G[National Ass'n. of Barber Boards of America];
```

Sponsors

Core Distribution:
80,000+ Website visits/month
1,200 Patient Support Group Leaders
1,000+ Public Health Workers
~ 6,000 Medical Oncologists
> 400 Urological Specialists

**National
Medical
Ass'n.**

**Participating
Medical
Centers**

Community

**National Ass'n.
of Barber Boards
of America**

The New Partnership

- Team up with local medical centers as part of Health Fairs and other public events
- Increase information dissemination
- Build shop awareness, increase client traffic, enhance customer loyalty



Create “Heroes”

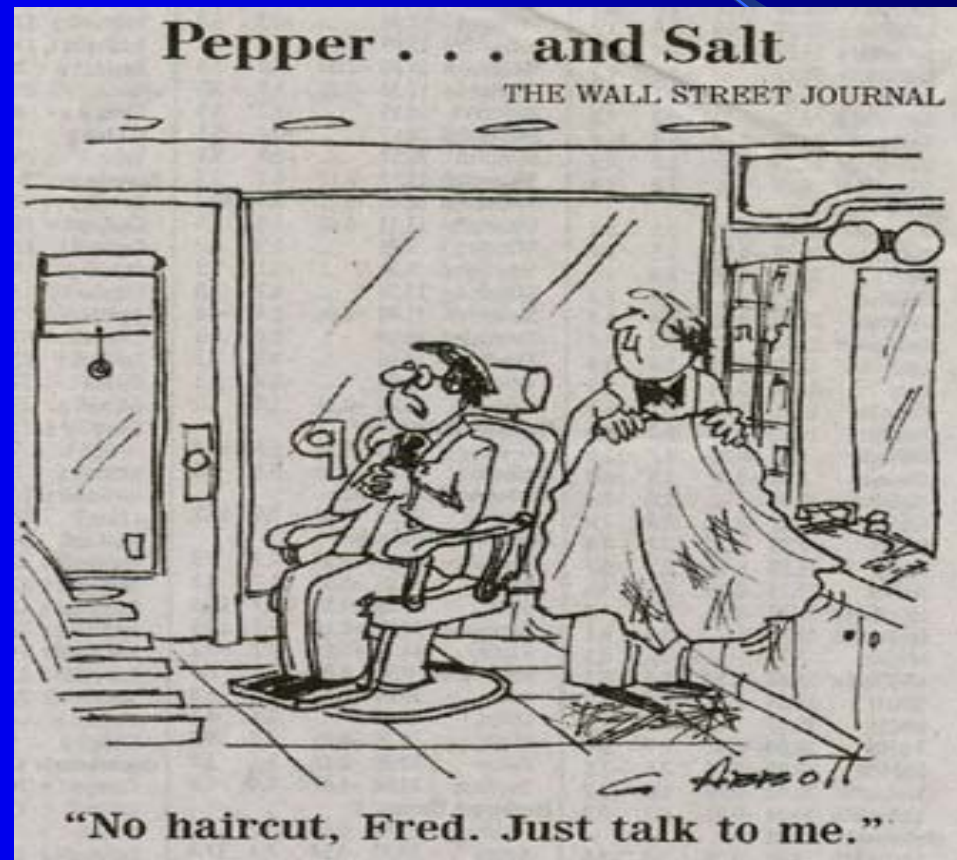


- Meet James
- Saw information in his barbershop
- He came to Newark for a Health Fair
- On HIS BIRTHDAY!!
- Wanted to give himself the BEST present
- The Gift of Life!!

What's the Payoff?

- Partnership with the medical community
- Increased service to the client community
- Higher leadership profile overall
- Incentives to participation
- Enhance importance to the community
- Increased traffic/revenue/market share
- Increased Clinical Trial accrual
- Satisfaction in being an agent for change

The New Paradigm



Why is all this needed?!

**To Eliminate the Suffering and Death
from Cancer**

***“If You’re Not the Lead
Dog, the View Never
Changes”***

- Mike Ditka