



Sustaining a Lay Health Worker Training Model:

*Pilot results from the
North Carolina
BEAUTY and Health Project*

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*American Public Health Association Annual Meeting
Washington, D.C.
November 7, 2007*

Research Team

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Objectives

- By the end of the session, participants will be able to:
 - Assess the feasibility of an approach to sustain an innovative training model for a lay health worker population, and
 - Evaluate strategies for disseminating health promotion messages.

Why Beauty Salons for Promoting Health?



Background

- The North Carolina BEAUTY and Health Project uses CBPR principles and builds on two years of work in partnership with salons, stylists & customers:
 - BEAUTY Advisory Board
 - Survey of licensed stylists
 - (Linnan, Kim et al, Preventive Medicine, 2001)
 - Observations in 10 beauty salons
 - (Solomon, Linnan et al, Health Ed & Behavior, 2005)
 - Pilot intervention study in 2 salons
 - (Linnan, Ferguson et al, Health Promotion Practice, 2005)

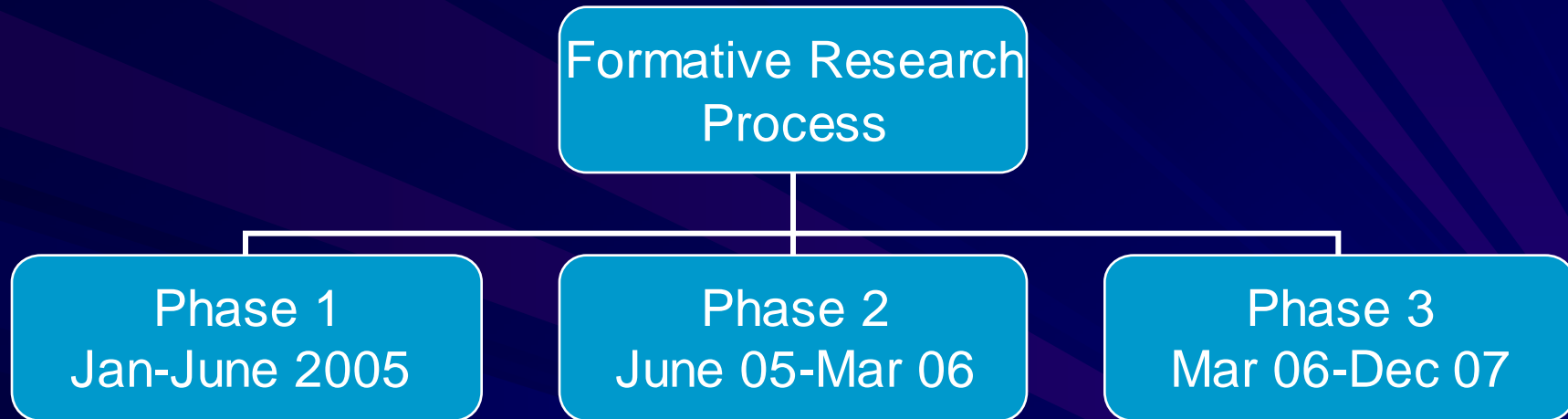
Background

- The North Carolina BEAUTY and Health project has demonstrated that licensed cosmetologists in beauty salons are able to deliver health promotion messages to their clients and help influence their health behaviors up to 12 months post-intervention.

- This new pilot project was designed to explore whether health promotion and cancer prevention messages developed in the BEAUTY project could be disseminated to a large number of salons and stylists (and their customers) in the state.



Methods



- Phase 1 – Classroom Observations, Archival Review, Structured Interviews
- Phase 2 – Focus Groups, Curriculum Dev
- Phase 3 – Pilot workshop, Certification, Conduct CEUs

Results – Phase 1

- Beauty school directors expressed lukewarm support for engaging students and faculty in the dissemination of cancer prevention and health promotion messages.
- Strict licensing requirements limit opportunities for integrating disease specific material into current curriculum
- Newly mandated continuing education accrediting requirements for licensed cosmetologists might be a way to reach wider audience.

■ *Romocki, Linnan, Carlisle, Boswell, Thomas, MI/CCC NIH poster presentation, 2005*

Results – Phase 2

- Focus groups (3)
 - Twenty-three (23) participants including stylists, owners, and instructors
- Pilot Workshop
 - Seven (7) participants
- Salon Owner Interviews

Stylists' Observations - Phase 2

- “If you don't feel good, it's like I'm putting in work on somebody that can't carry my art.”
- “It's like it makes this become a profession to me.”
- “Beauty and health go hand in hand because if they are not healthy, it comes out in their hair, skin and nails.
- “It's about me, about my business, about the inside.”
- “We connect with our customers on a level that by us making them feel important or talking to them about what's going on in their lives and learning from them that way, we can...make them feel better or give them that boost to go do something about whatever is going on with them, so that it will improve their lives in that way.

“This is probably the most rewarding part of our business... not just getting the money in your hand or having fun at doing what you do, but having a connection with them and I think that plays a bigger role than we all give it credit.”

“It’s just giving me a chance
to be part of something that is
greater than hair.”



"We Do More Than Just Hair"



*Cosmetologists Raising Awareness about
Beauty and Cancer Prevention in Hair Salons*

North Carolina Central University
Miller Morgan Conference Room
March 13, 2006

Results – Phase 3

- CE application to State Board
- Recruitment of stylist participants
- Materials development
- Pre/post test
- 3 month follow-up (Wave 1)

Application process

- CEs – NC State Board of Cosmetic Arts Examiners – Rejected twice
- Appeal – Denied twice
- Advisory Board participation

Recruitment

- BEAUTY participants

- Flyers

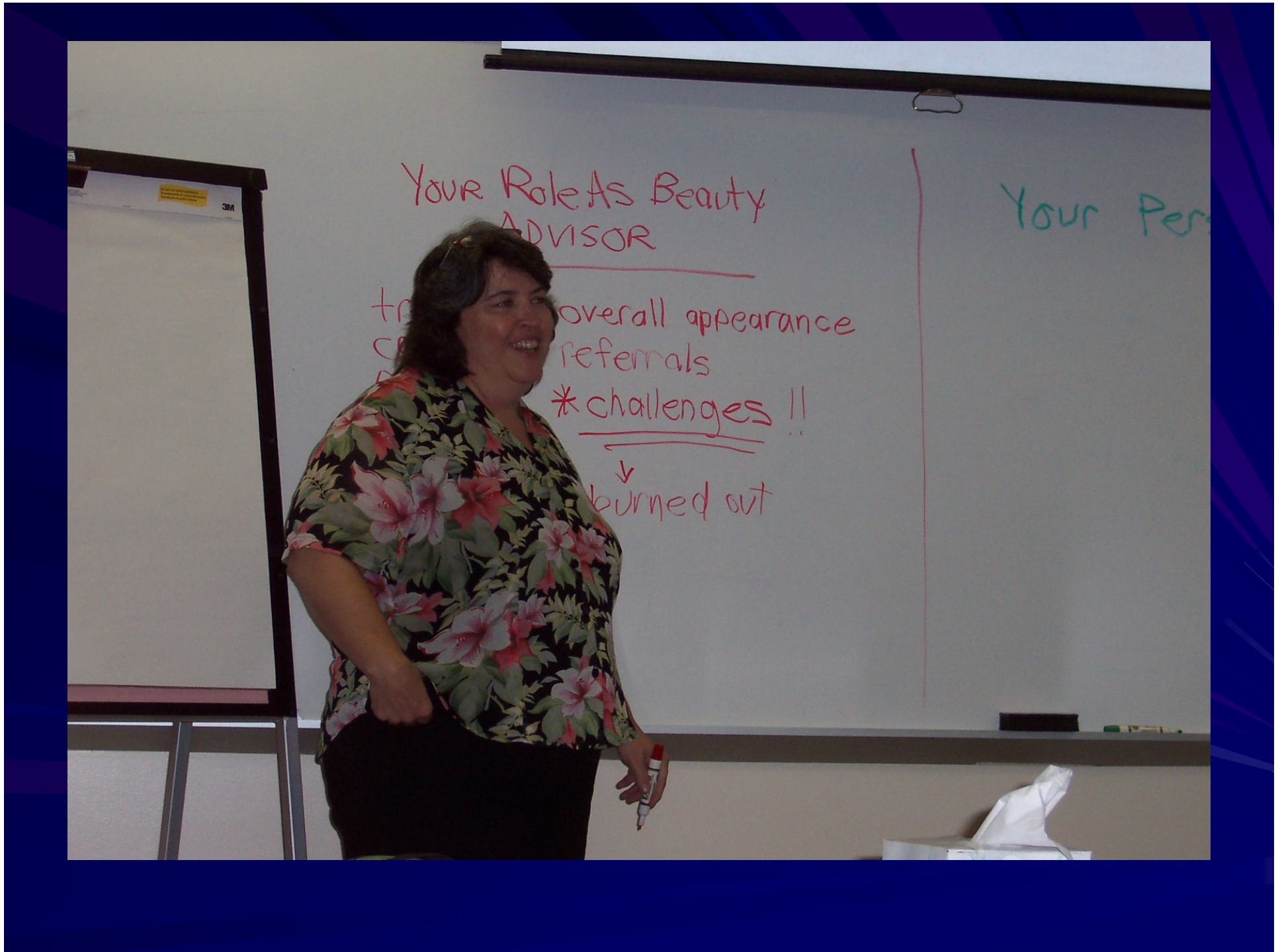
- Website

- Referrals



Materials

- Workshop Curriculum
- Stylist Training Manual
- BEAUTY recruitment video
- BEAUTY display boards
- Demonstrations

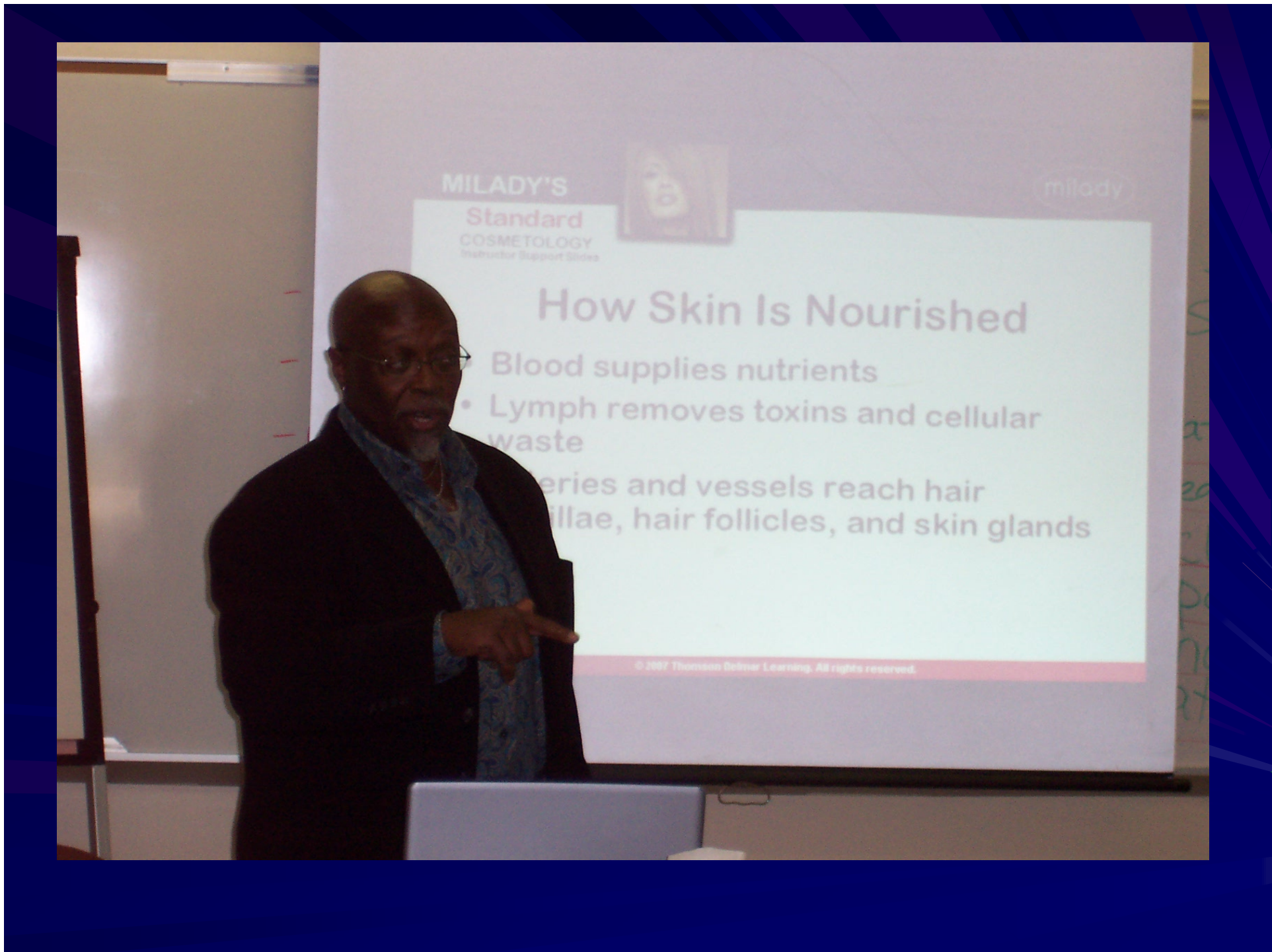


Your Role As Beauty
ADVISOR

to overall appearance
referrals
*challenges !!

↓
burned out

Your Pers







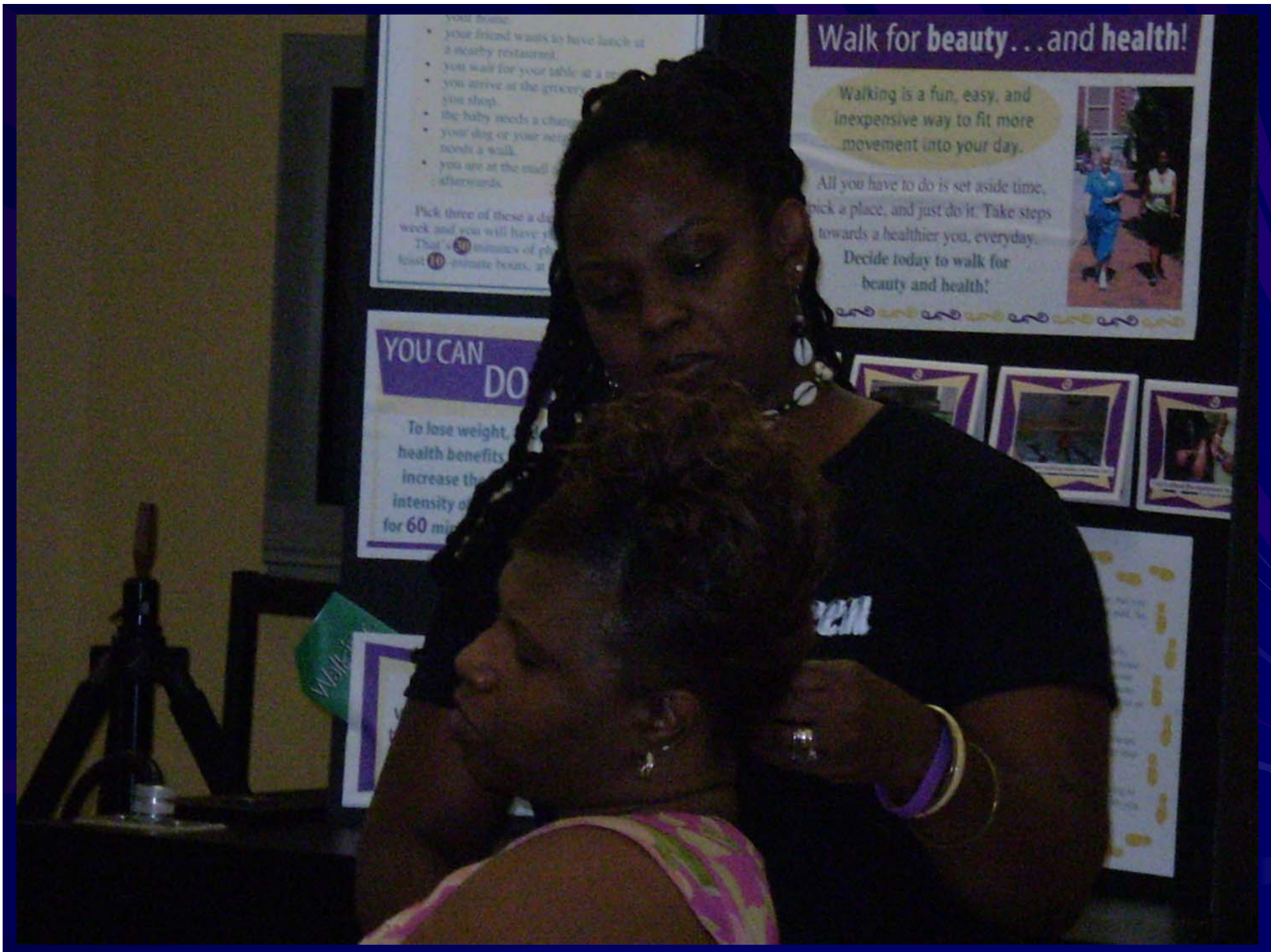


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Participant Characteristics

- N = 43
- Mean Age – 37 (n=41)
- Mean # Yrs Licensed - 8.2 (range 0-26)
- Race
 - 34 AA/Blacks 79%
 - 7 Caucasians/Whites 16%
 - 2 UnKnown 5%
- Gender – Female 100%

Baseline - Attitudes/ Practices

(*n*=43)

- Currently engage in 30 mns physical activity
 - Yes = 27

- Currently eat 5-9 servings of fruits/vegetables
 - Almost daily = 14%
 - Not at all - 6 %
 - 3-4 times daily - 28%

- Have had screening tests
 - Mammogram
 - 23
 - Pap Smear
 - 38
 - Colonoscopy
 - 9

- Personally affected by cancer
 - 10

- Talk to customers about health
 - Not at all = 4
 - Somewhat = 15
 - A lot = 11

Table 1

■ Intend to:

– Become more active

■ (Strongly agree)

17

25

40%

58%

– Eat more fruits/vegs

■ (Almost everyday)

10

15

23%

34%

– Have screening tests

14

38

32%

88%

	Pre <i>n</i> = 43	Post <i>n</i> = 43
	17	25
	40%	58%
	10	15
	23%	34%
	14	38
	32%	88%

Table 2

■ I know:

- What foods to eat to control my weight (strongly agree)
- Which screening tests to get (not at all)
- How to assess hair condition (not at all)

Pre <i>n</i> =43	Post <i>n</i> =43
6 14%	13 30%
7 16%	1 2%
3 6%	0

Table 3

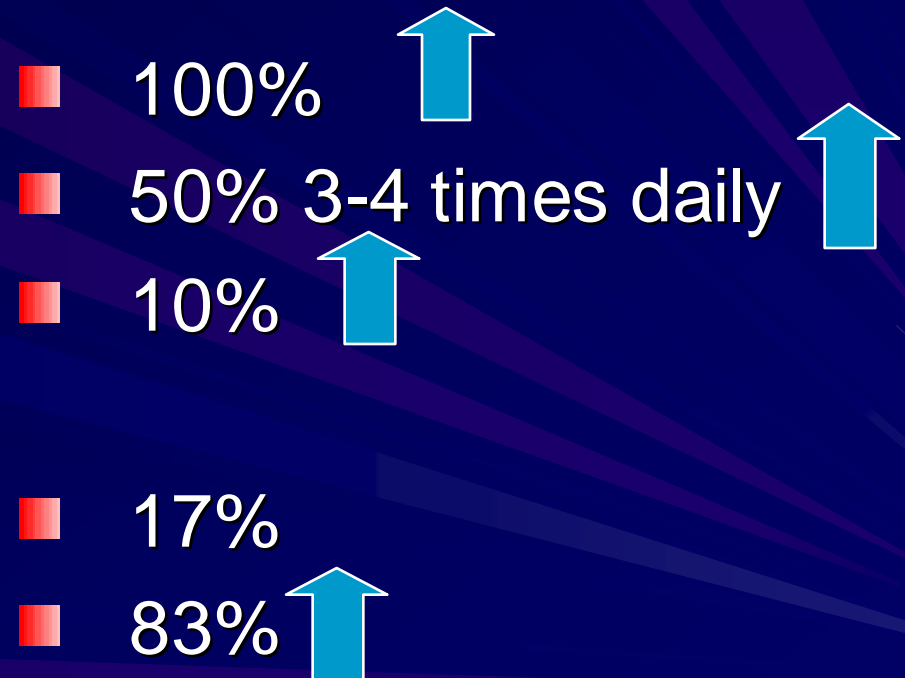
- I am comfortable talking to customers about:
 - Losing weight
 - Eating fruits and vegs
 - Preventing diabetes
 - Cancer screening
 - Preventing HIV
 - Coping with Stress

	Pre	Post
	15 34%	27 62%
	21 48%	33 76%
	13 30%	26 60%
	13 30%	27 62%
	16 37%	27 62%
	18 41%	35 81%

3 months follow-up

■ Since the workshop, I have:

- Been more physically active
- Eaten more fruits/vegs
- Had screening tests
- Increased Weight
- No change
- Decreased weight



3 months follow-up

■ Since the workshop, I have talked to my customers about:

- Healthy weight ■ A lot - 100%
- Eating more fruits/vegs ■ A lot – 100%
- Being physically active ■ A lot – 100%
- Assessing hair cond. ■ A lot – 33%
- HIV/AIDS
- Pregnancy/childbirth
- Arthritis ■ A lot – 50%
- Stress ■ A lot - 83%

Limitations

- Perceptions about aim of course
- Delays in approval process
- Competition with other courses
 - Hair cuts, Rollers/Thermal/Pincurls, Waves, Weaves, Relaxers, Hair Colors, Manicures, Massages

Strengths

- Unique role of stylists as “natural helpers” in the community
- Solid reputation of project
- BEAUTY Advisory Board
- Duration
- Low Cost of Sustainability
- Capacity Building of Lay Health Workers
- Scale up potential

Conclusions

- Cosmetologists are receptive and willing to be trained as educators for cancer prevention and control messages to their clients
- Interest in “value-added” information to enhance their small businesses so that participating in training would need to enhance their financial bottom line
- Price and location of continuing education workshops key influencing factors in decisions to register and participate.
- Opportunity for sustainable dissemination strategy for a lay health community

Recommendations

- Community based research should reflect needs of the community
- Develop an efficacy trial to test the effects of continuing education training workshops with a larger sample of licensed stylists.

Thank you!

- Participants
- BEAUTY advisory board
- Funding
 - UNC-CH Lineberger Comprehensive Cancer Center
 - NIH MI/CCP U56 partnership grant
 - American Cancer Society BEAUTY Grant
 - UNC/CH - CHAI Core



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