Our HAIR (Health Access Initiative for Recovery)

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# Our Why

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<th>Systemic Racism in medicine against African Americans</th>
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<td>African Americans mistrust of health system</td>
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<td>African Americans are less engaged in BH system</td>
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<td>Barbershops/Salons are safe places for African American community</td>
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<td>Barbers/Stylists historic trust and support of clients</td>
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## Goals of Our HAIR

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<th>Improve</th>
<th>Improve health outcomes in the African American community through increased culturally meaningful outreach, beginning in Pittsburgh.</th>
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<td>Increase</td>
<td>Increase engagement, education and resource dissemination about substance use and suicide prevention.</td>
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<td>Decrease</td>
<td>Decrease the disparities between Black and White Pennsylvanians in effective utilization of behavioral health resources including prevention, early intervention, and treatment.</td>
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<td>Our HAIR (Health Access Initiative for Recovery)</td>
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<td>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</td>
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<td>Pay Barbers/stylists a stipend for participation</td>
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<td>Provide monthly consultation and support to barbers/stylists</td>
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<td>Concierge wellness line for referrals</td>
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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

- Relevance of SUD topics to your work: 69%
- Ability to connect someone to SUD resources: 75%
- Comfort in discussing seeking help for SUD: 81%
- Relevance of MH topics to your work: 87%
- Ability to connect someone to MH resources: 60%
- Comfort in discussing seeking help for MH: 80%
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?