

Barbershop Talk with Brothers: HIV/AIDS Risk Reduction Among Heterosexual Men of African Descent

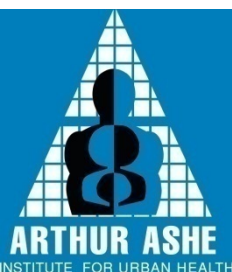
Conducted by Arthur Ashe Institute for Urban Health in collaboration with SUNY
Downstate Medical Center, Brooklyn New York

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*“To achieve greatness, start where you are, use what
you have, do what you can.”*

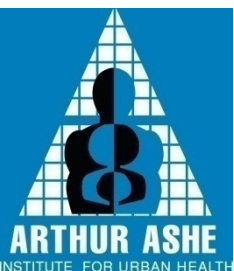
~Arthur Ashe

Arthur Ashe Institute



Arthur Ashe Institute for Urban Health

- ❑ Founded in 1992 by tennis champion & humanitarian, Arthur Ashe, in response to concerns about health care delivery in urban America.
- ❑ Utilizes a model of Community Health Empowerment (CHE) – encourages individuals to be advocates for their own health; tailored health messages
- ❑ The AAIUH offers training that meets people where they are, both literally and figuratively. Our health interventions take place in trusted settings such as barbershops, salons, public housing and faith-based settings. Curricula are designed to increase knowledge, influence attitudes and build skill in both advocacy and behavior change.
- ❑ The Health Science Academy (HSA) is a three year, after-school science enrichment program for high school students - from sophomore through senior year. Located at SUNY Downstate, HSA recruits college-bound, academically talented students interested in pursuing careers in the health sciences



AAIUH/SUNY Downstate Partnership

- This project is a partnership with AAIUH/SUNY Downstate Medical Center, local community barbershops, and Community Advisory Board members. **(role)**
- Benefit of Partnership (CBPR)
- The findings presented are preliminary findings as we have not yet evaluate the intervention outcomes.

Community

- What is Community?

Barbershop Talk with Brothers Breakdown

- Pre-field Development
- Data Collection
- Data Analysis and Intervention Development
- Intervention
- Lessons Learned and Limitations

Pre-field Development

- ❑ Canvassing Neighborhood and/or using established links with community barbershops
- ❑ Reengagement to gain buy-in for research (importance of owner/barber buy in)
- ❑ Building relationships (shop/Institute interaction)
- ❑ 4 Barbershops selected for research, and 4 alternate barbershops selected.

Data Collection

Field researchers barbershop customer recruitment:

1. BRA: (Brief Risk Assessment) 107 participants
2. Focus Groups: 3:1 ratio high risk men to low risk men.
 - 4 focus groups: 3 customers, 1 barbers
 - Diversity among men
3. In-Depth Interviews: 14 (difference in group dynamics)
 - Men from focus groups

Intervention Development and Data Analysis (things to keep in mind)

- Recognizing the role of culture, race, masculinity, health disparities, and social determinants.
 - Incorporate in intervention message
 - Use of working groups (Name Change)

- Increasing collective staff awareness
 - Staff will duplicate strengths and weaknesses throughout intervention

- Understanding high risk in the context of the amount of HIV in your community (not because of more unprotected sex)

Why race, masculinity, culture and social determinants matter matters

- Understanding the complexity of the problem, and developing a strategy for action.

Main points from Data analysis

- **Analyze data to determine trends:**
 - **Do not reproduce stereotypes, clarity when defining words**
 - **Men express the unique role of “Black” experience and role of men in their life and influencing their practices.**
 - **Cycle of Risk: (Concurrency) “Serious relationships”**
 - **Difference in condom use: Men who have internalized message about condom use.**
 - **Most men fall into risk because of “concurrency”. The men at the extremes always use condoms or have multiple no condom use partners. (Manhood connected to sex and violence)**

Main points from Data analysis

- **Diversity of men amongst shared experience**
- **Men often express difficulty in obtaining ideals because of outside influences.**
- **Knowledge of HIV in regard to anal sex (knowledge not in context to unique experience)**
- **Men are not have unprotected sex in generally “risky situations”**
- **Relationship Training**
- **Superficial understanding of health, and other topics**

Intervention Development

- 1. In Shop: Barbershop Training for Barbers to train them as health advocates.**
- 2. Training Sessions (Customers/Barbers)**
 - Wake Up: Introducing men to the FIRE of HIV in the community, why we chose black men and barbershops to do this program. The role black men play in resolving the problem.**
 - Gear Up: What is HIV, how is it transmitted, how to prevent the spread, Brooklyn and US statistics, myths about HIV, condom use and testing.**
 - Build Up: The use of social network to have crucial conversations about sex, condoms and testing.**

Limitations

1. Role of Policy to Address Social Determinants
2. Use of Fear as a Tactic
3. Lack of true understanding of the problem
4. Youth and creating new culture (infiltrating mass media)
5. Building and Understanding Community Institutions

Acknowledgments

- AAIUH Staff
- Downstate Staff
- CDC Staff

Thank You

