

FADE OUT HIV

AN ALLIANCE BETWEEN BARBERS AND CLINICIANS



Across the HIV care continuum in the United States, Black men fare worse than the overall population due to medical mistrust and social determinants of health. They are less likely to know they have HIV, be in care, and achieve viral suppression. They are also less likely to receive PrEP. Barbershops are a staple in the Black community and provide an environment that fosters trust. This program addressed critical gaps in care through education directed toward barbers, their clients, and healthcare providers in Black neighborhoods in Los Angeles, California.

PROGRAM DESIGN



PARTNER
to educate barbers attending BarberCon



IDENTIFY
neighborhoods where recruited barbers work



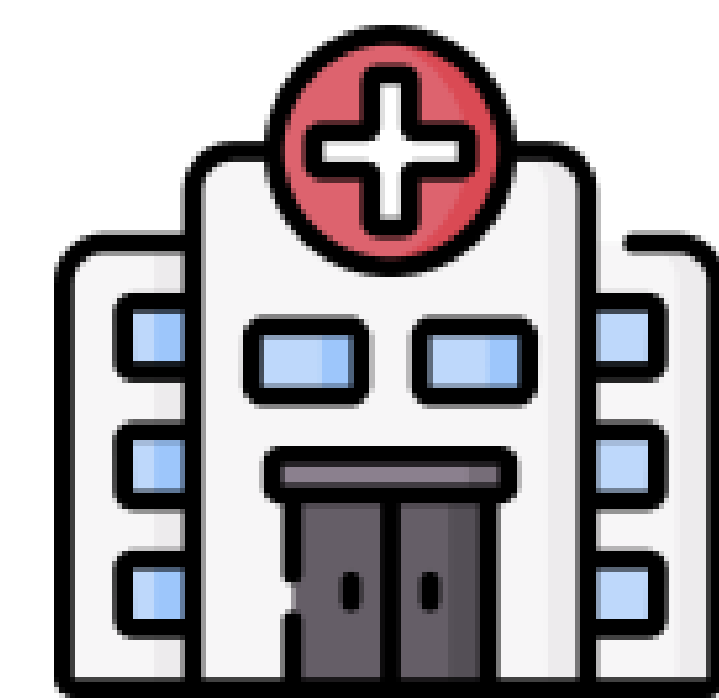
RECRUIT
clinicians in these neighborhoods



EDUCATE
barbers and clinicians about the increased risk of HIV in Black populations



LINK
barbers and clients with educated clinicians



REFER
clients to clinicians with a barber coupon incentive

BARBER EDUCATION



- Main Stage Introduction to Program
- Break-out Educational Session
- Onsite Educational Booth



A social media campaign targeted to Los Angeles barbers in the Black community expanded the program's reach.

6,407 Instagram Reel Plays

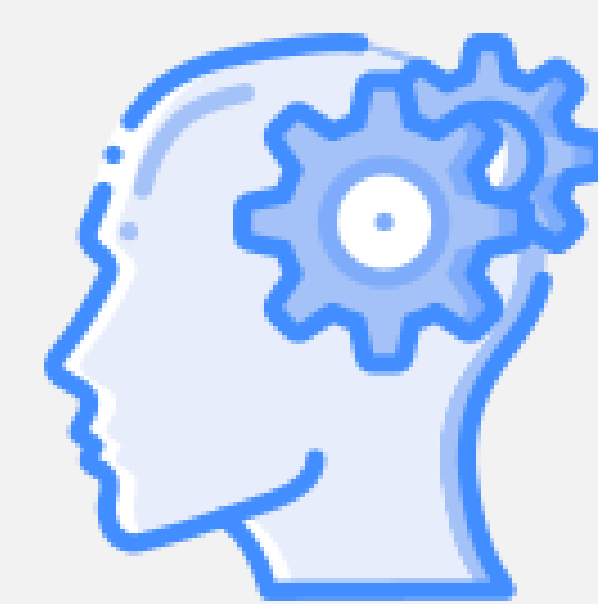
37,020 Facebook Post Reach

8,852 Instagram Accounts Reached

EDUCATIONAL IMPACT



297 targeted clinicians joined live webcasts to learn how to better serve Black and Brown patients.

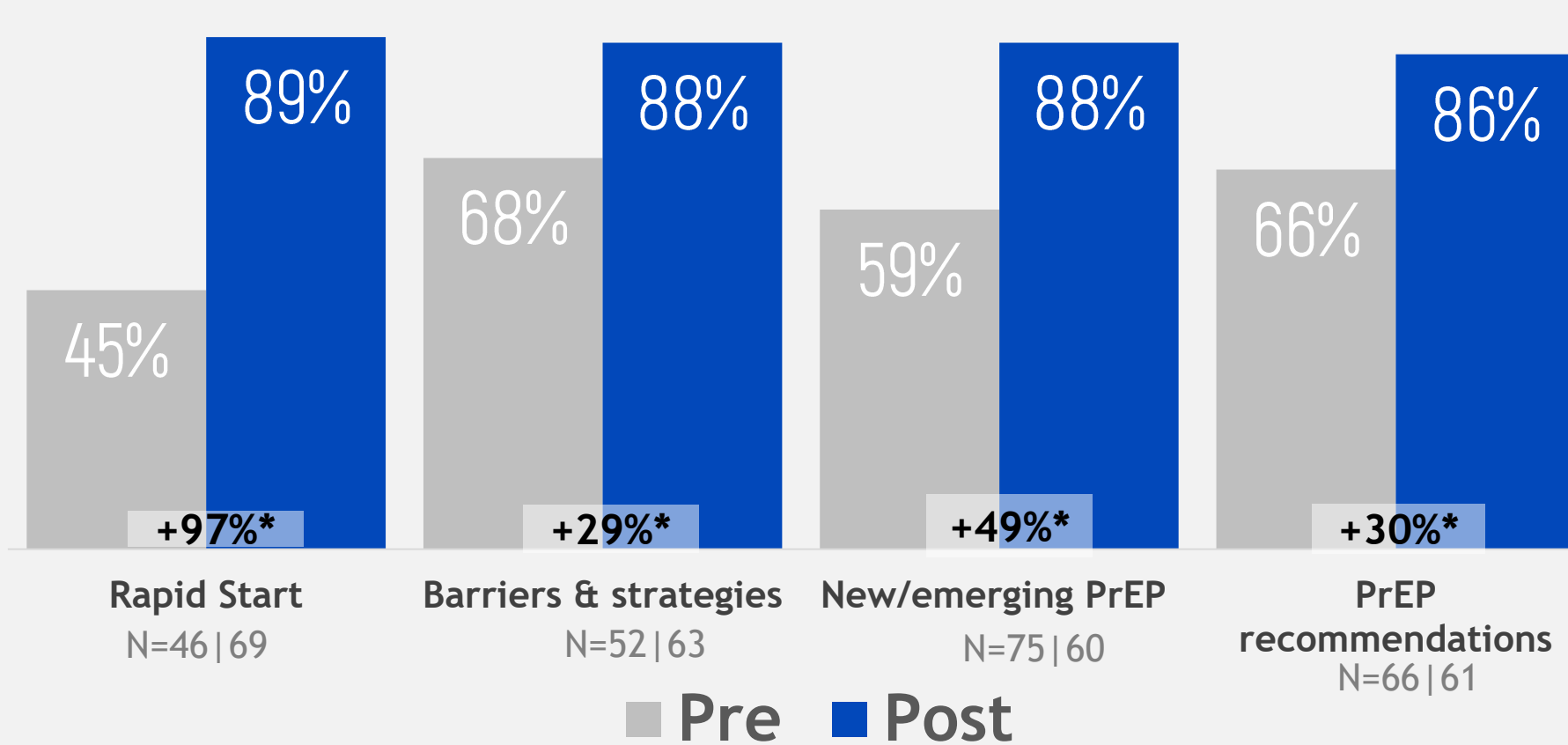


92% of learners stated they intended to change practice immediately post-program.

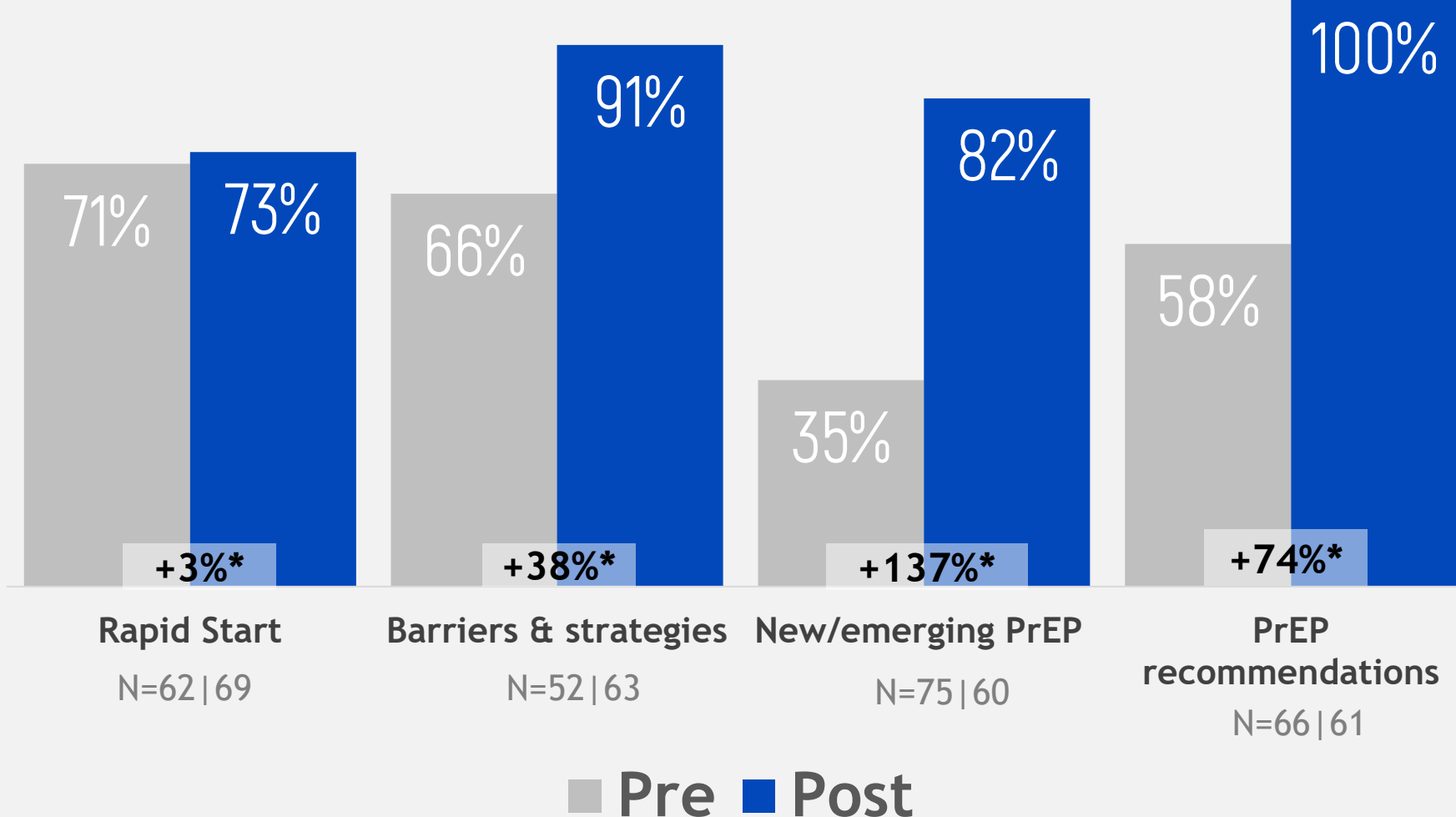


30-days post-program, 85% of participants indicated they encountered no barriers to practice change or were able to overcome them.

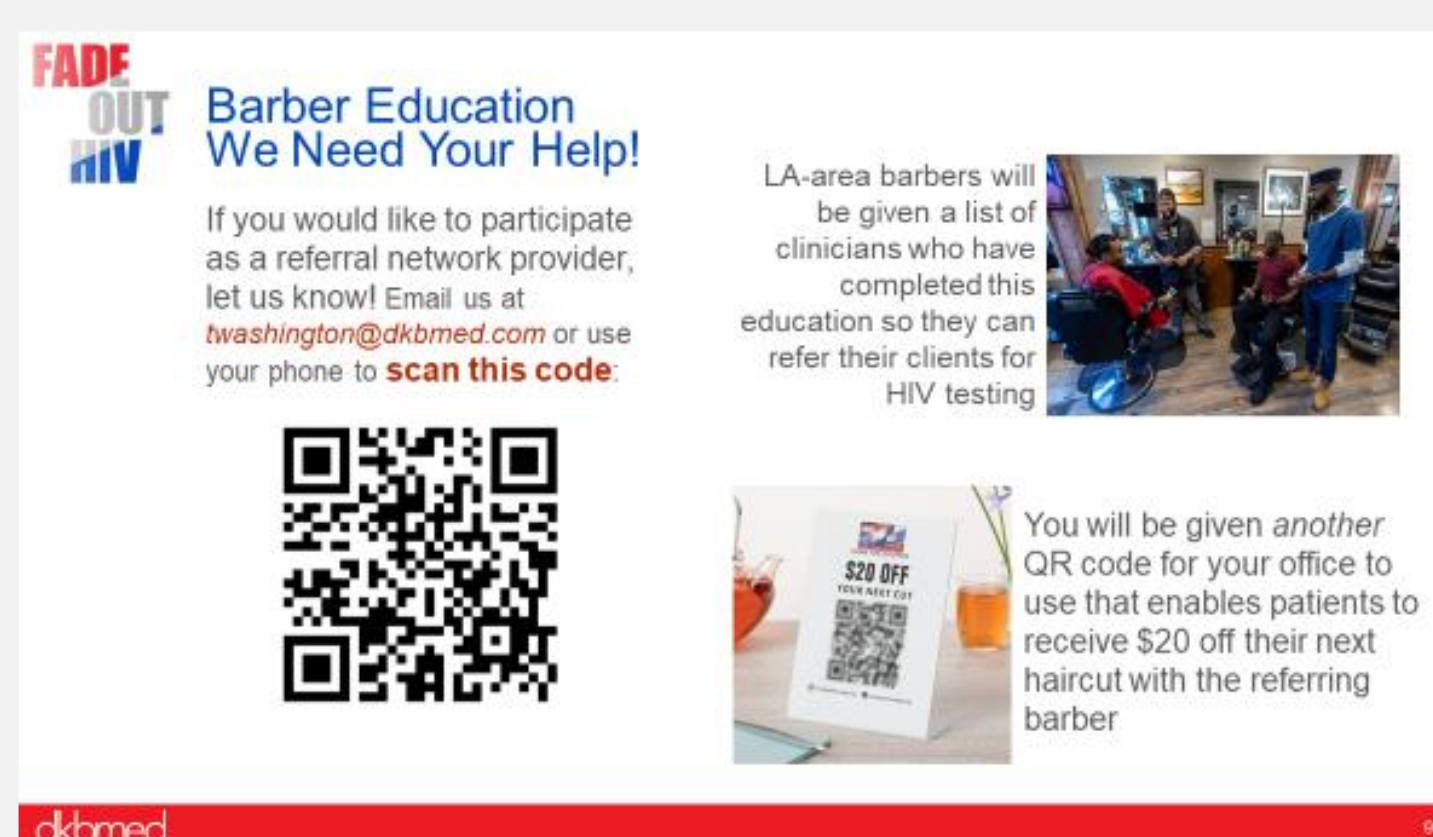
Competence increased across all topics, highlighted by 97% gains in Rapid Start



Knowledge increased across all topics, highlighted by 137% gains in New/Emerging PrEP

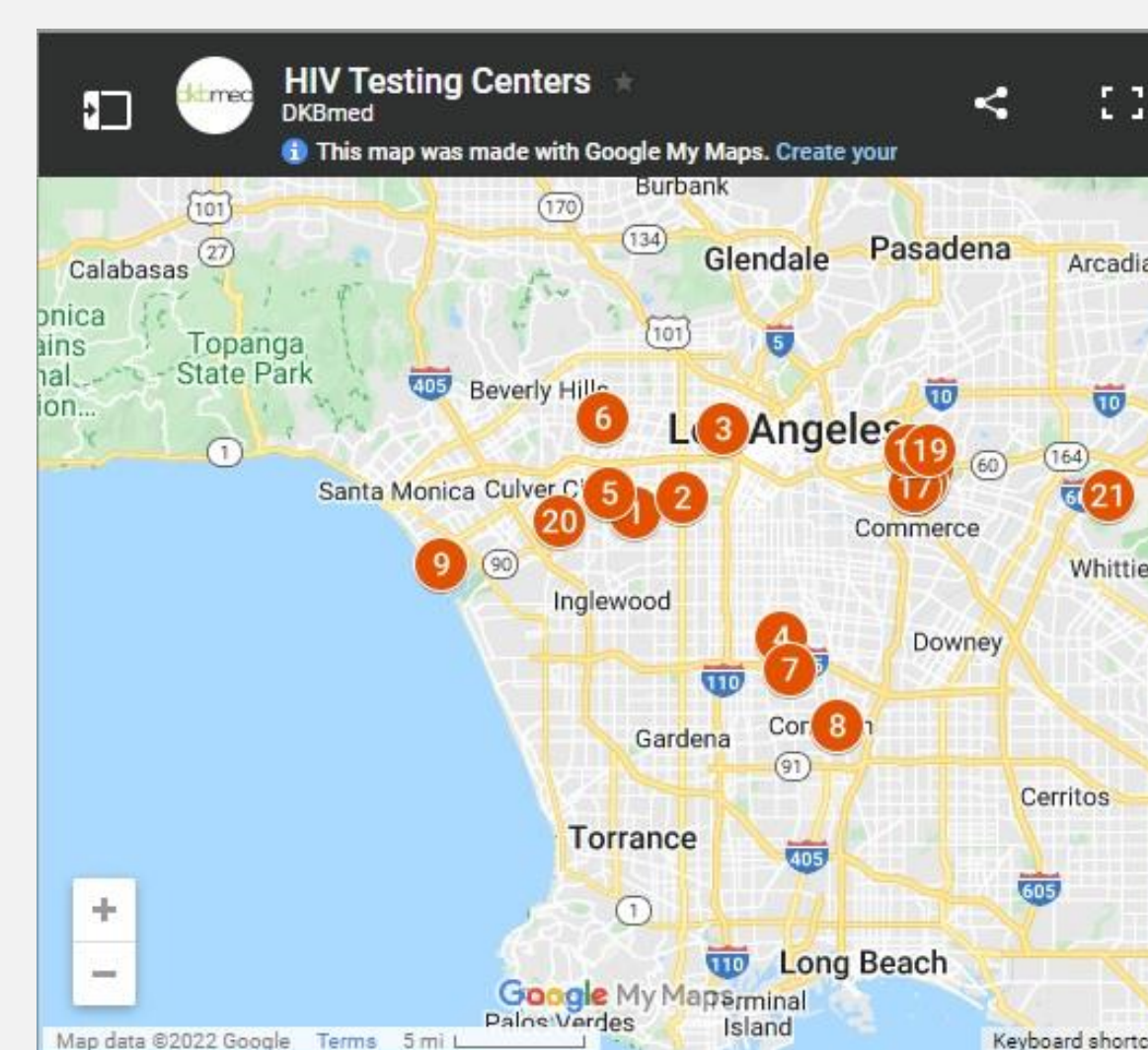


PATIENT LINKAGE TO CARE



Participating clinicians were given haircut discount codes for patients who visited their clinic for HIV screening.

38 barbers and 18 providers enrolled in referral network



The initiative led to 308 HIV tests conducted.

CONCLUSIONS AND NEXT STEPS

Outreach to Black men through a trusted community partner (eg, barbers) can improve the health of the Black community. Faculty, supporters, and participants were encouraged about the reach and impact of this program. Our next step is to expand this program to other US cities.