

# ARKANSAS MINORITY BARBER & BEAUTYSHOP HEALTH INITIATIVE



Planning Meeting  
Arkansas Department of Health  
Office of Minority Health & Health Disparities  
March 18, 2013

# MILLION HEARTS™ INITIATIVE

Linda Faulkner, Section Chief  
Heart Disease & Stroke Prevention

## Be One in a Million Hearts



**A MILLION HEARTS™**  
begins with you. Take the pledge.

[f millionhearts](#) [t @millionheartsus](#)

# ABOUT MILLION HEARTS™

- ❖ National initiative to prevent 1 million heart attacks and strokes in the US by 2017
- ❖ Launched by the Department of HHS in September 2011
- ❖ Co- leaders are the CDC and CMS within HHS
- ❖ Works with other federal agencies and private –sector organizations like American Heart Association, Walgreens and the YMCA to make a long-lasting impact against heart disease & stroke
- ❖ Goal is to prevent 1 million heart attacks and strokes by 2017



# THE PROBLEM

Heart disease and stroke are the 1st and 4th leading cause of death in the US

Heart disease and stroke are the 1st and 4th leading cause of death in Arkansas

It is responsible for almost 1 of every 3 deaths in the country

Americans suffer more than 2 million heart attacks and strokes each year and everyday, 2,200 people die from CVD

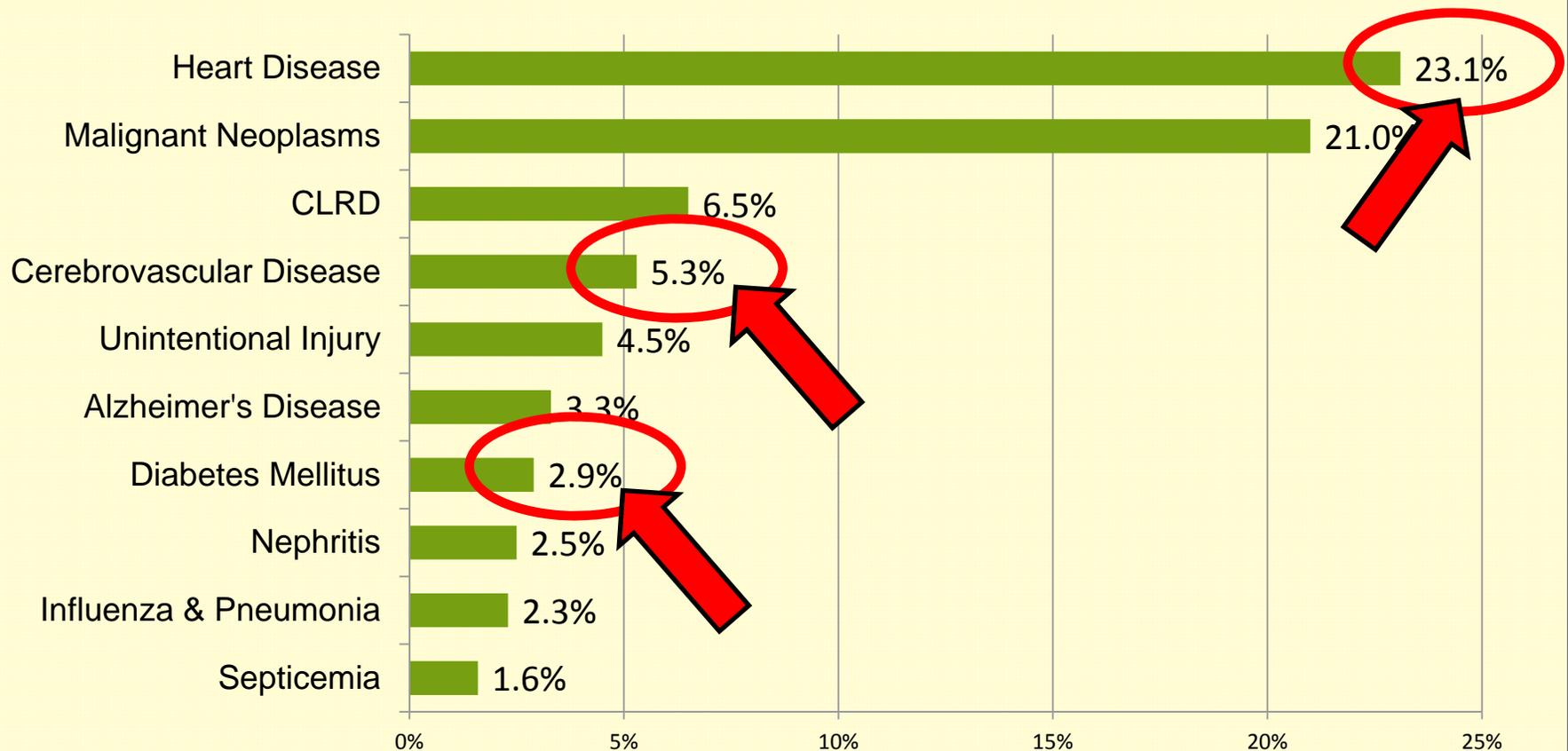
Heart disease and stroke are among the leading causes of disability in our country, with more than 3 million people reporting serious illness and decreased quality of life

Heart disease and stroke are among the most costly health problems in the nation, accounting for more than \$444 billion in health care expenditures and lost productivity in 2010 alone

SOURCE: MILLION HEARTS WEBSITE



# Ten Leading Causes of Death in Arkansas 2011



Source: Arkansas Health Statistics Branch  
CLRD = Chronic Lower Respiratory Disease

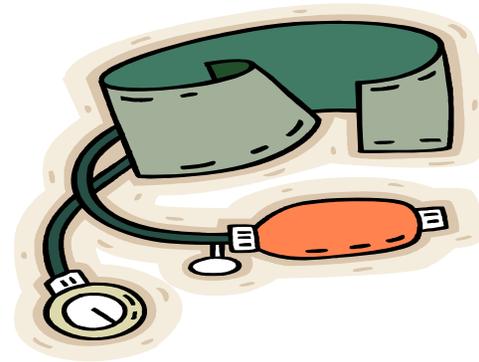
# MILLION HEART™ GOALS

- ❖ To prevent 1 million heart attacks and strokes by 2017
- ❖ By empowering Americans to make healthy choices
  - ❖ Preventing tobacco use
  - ❖ Reducing sodium and trans fat consumption
  - ❖ Eating more fruits and vegetables
  - ❖ Exercising
  - ❖ Maintaining a healthy weight
- ❖ To bring together existing and new programs to improve health across communities and help us live longer, healthier and more productive lives
- ❖ Activating the public to lead a heart-healthy lifestyle
- ❖ Improving care for people who do need treatment by targeting the “ABCS”



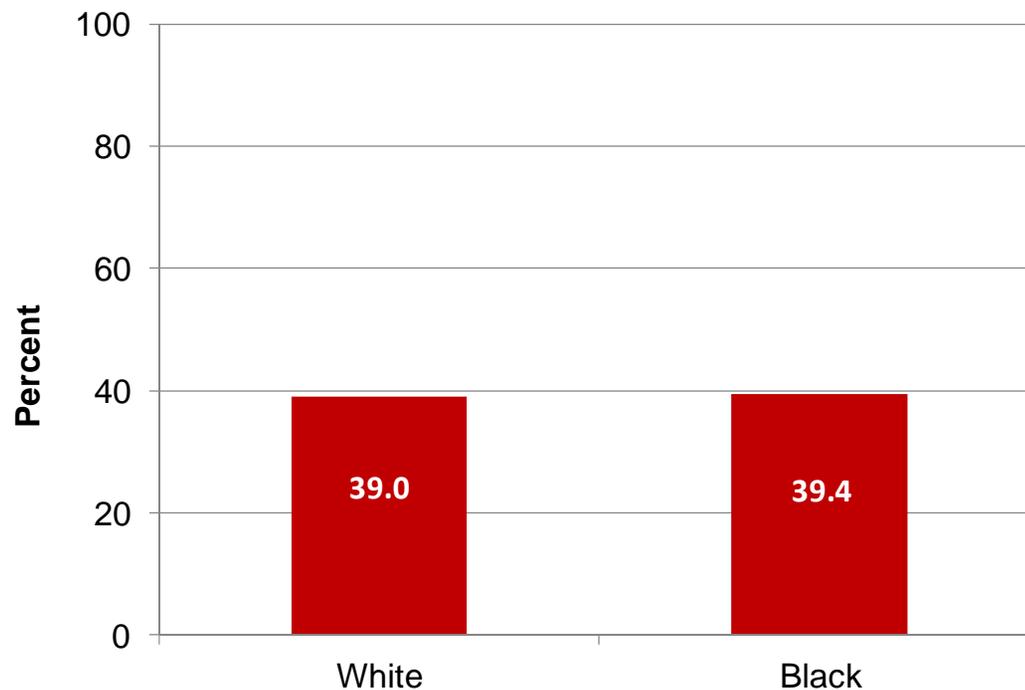
# MH™ ABCS

- A Aspirin therapy for people at risk
- B Blood pressure control
- C Cholesterol management
- S Smoking cessation



# ADULT HIGH BLOOD CHOLESTEROL AWARENESS BY RACE/ETHNICITY

## BRFSS: ARKANSAS, 2009

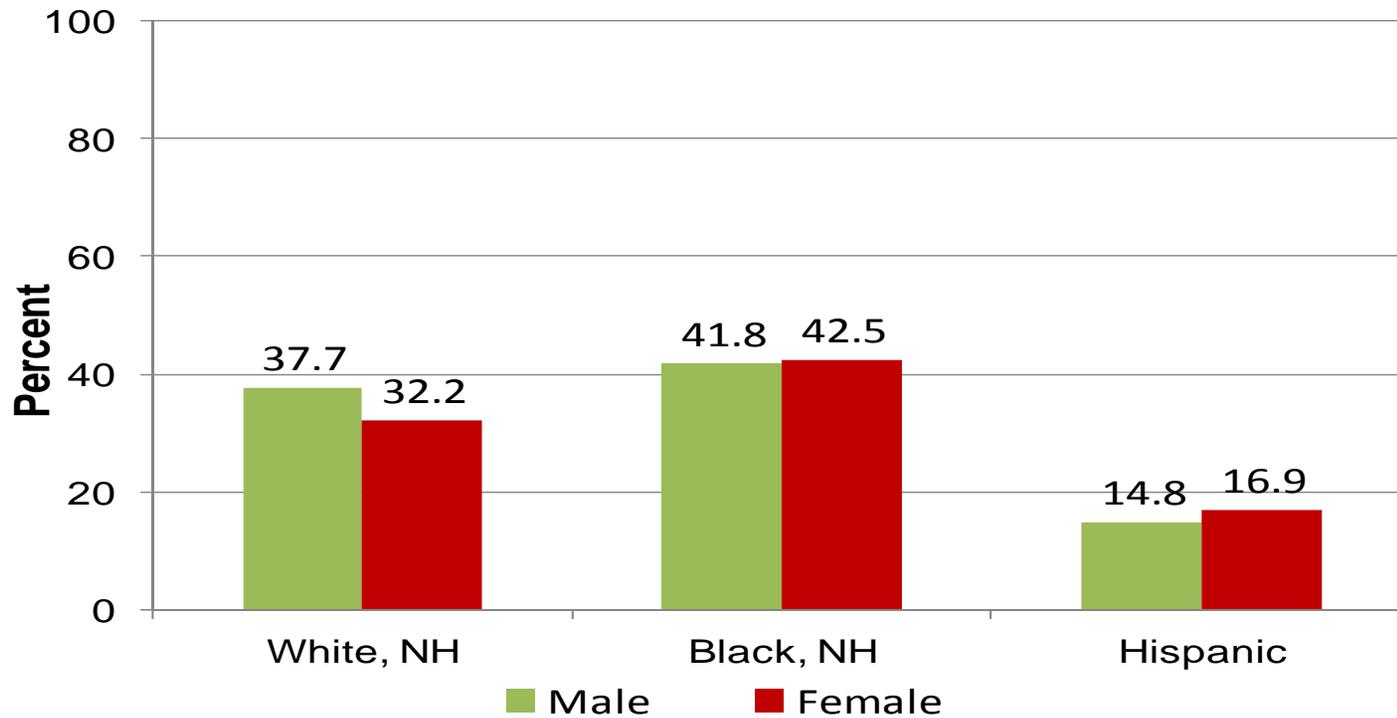


Note: Data on Hispanics are not available due to small sample size.

Source: Behavioral Risk Factor Surveillance System, Arkansas Health Statistics Branch, 2009.

Question: Have you ever been told by a doctor, nurse, or other health professional that you have high blood cholesterol? (Includes persons ages 18 and older)

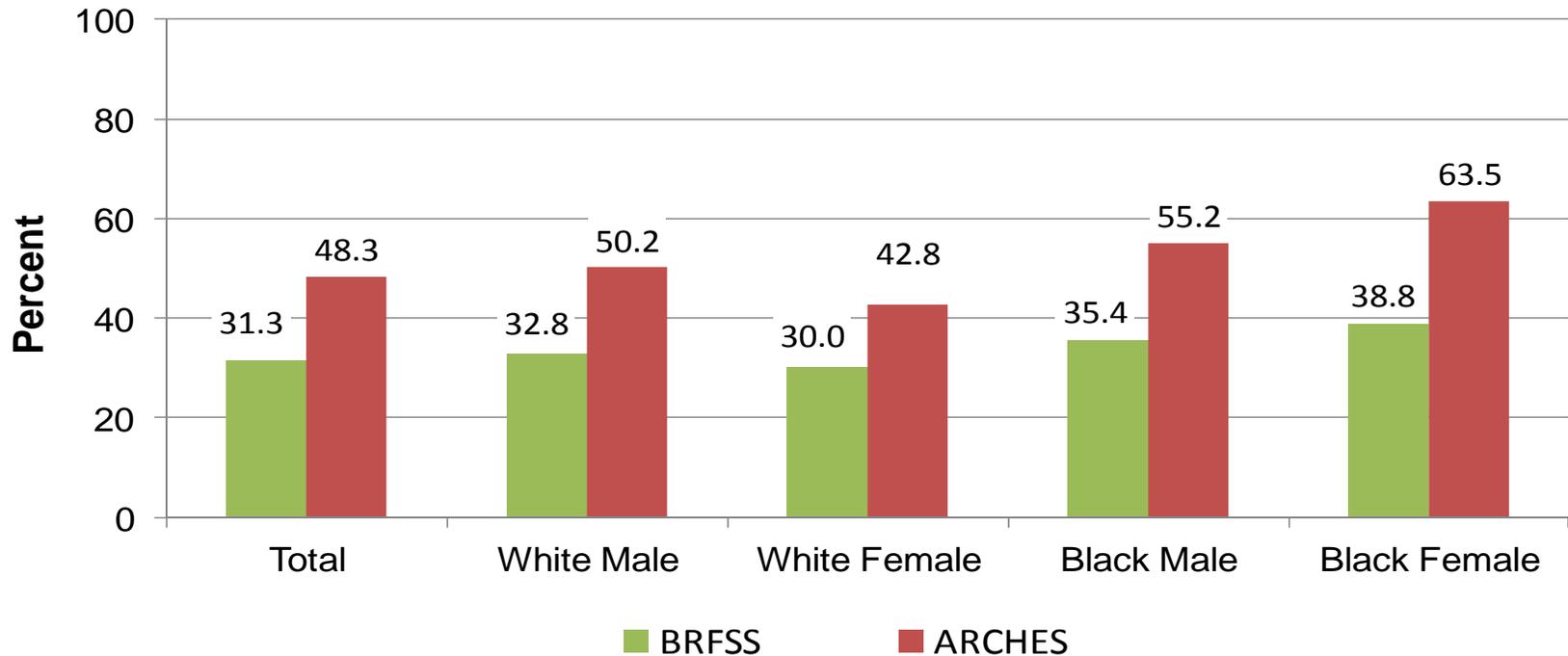
# HYPERTENSION PREVALENCE AMONG ADULTS BY RACE/ETHNICITY AND GENDER BRFSS: ARKANSAS, 2009



Source: Behavioral Risk Factor Surveillance System, Arkansas Health Statistics Branch, 2009.

Question: Have you ever been told by a doctor, nurse, or other health professional that you have high blood pressure? (Includes persons ages 18 and older)

# ADULT HIGH BLOOD PRESSURE PREVALENCE BY RACE AND GENDER BRFSS V. ARCHES, ARKANSAS, 2007

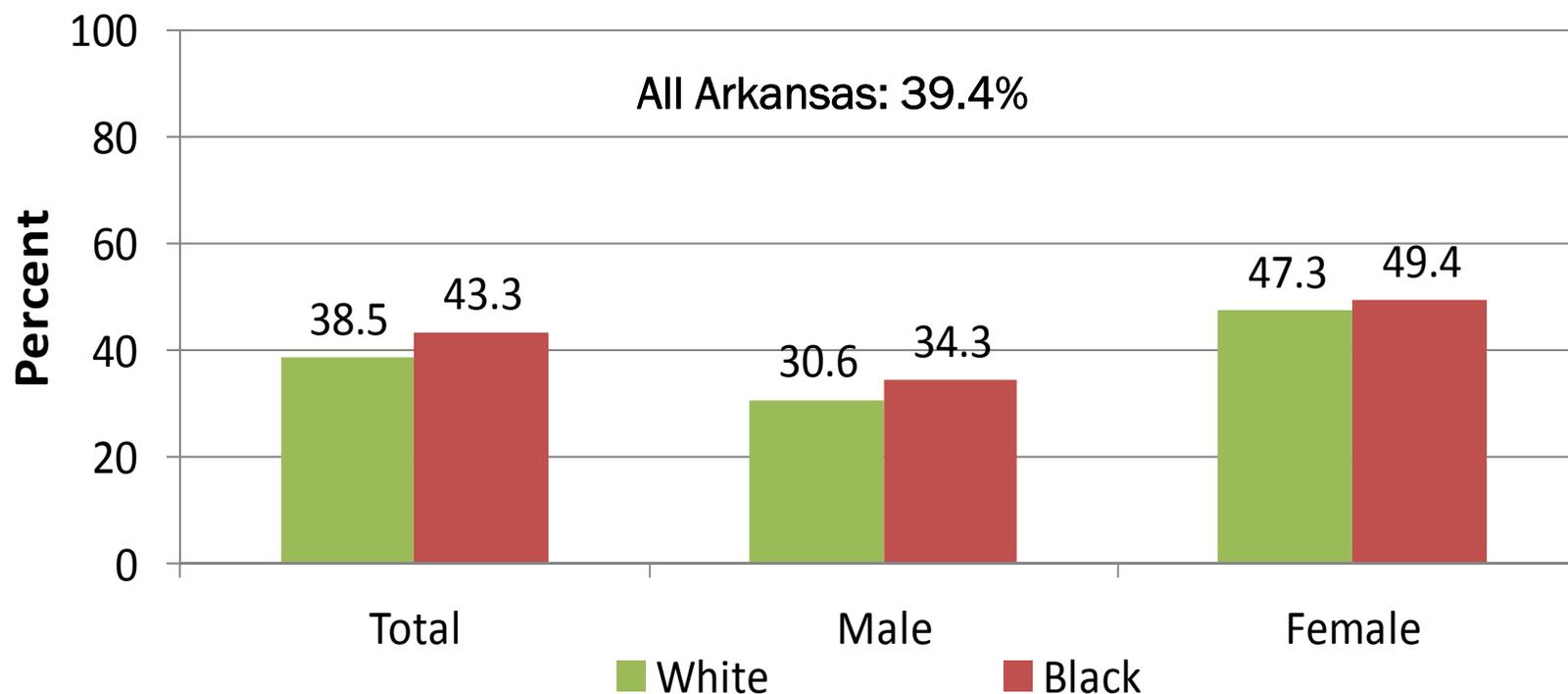


Sources: (1) Behavioral Risk Factor Surveillance System (BRFSS), Arkansas Health Statistics Branch, 2007, (2) Arkansas Cardiovascular Health Examination Survey (ARCHES), 2007.

Notes: Hypertension is defined in the ARCHES study as having a systolic blood pressure  $\geq 140$  mm Hg OR diastolic blood pressure  $\geq 90$  mm Hg OR currently taking medication to lower high blood pressure. Includes adults ages 18 and older.

BRFSS Question: Have you ever been told by a doctor, nurse, or other health professional that you have high blood pressure?"

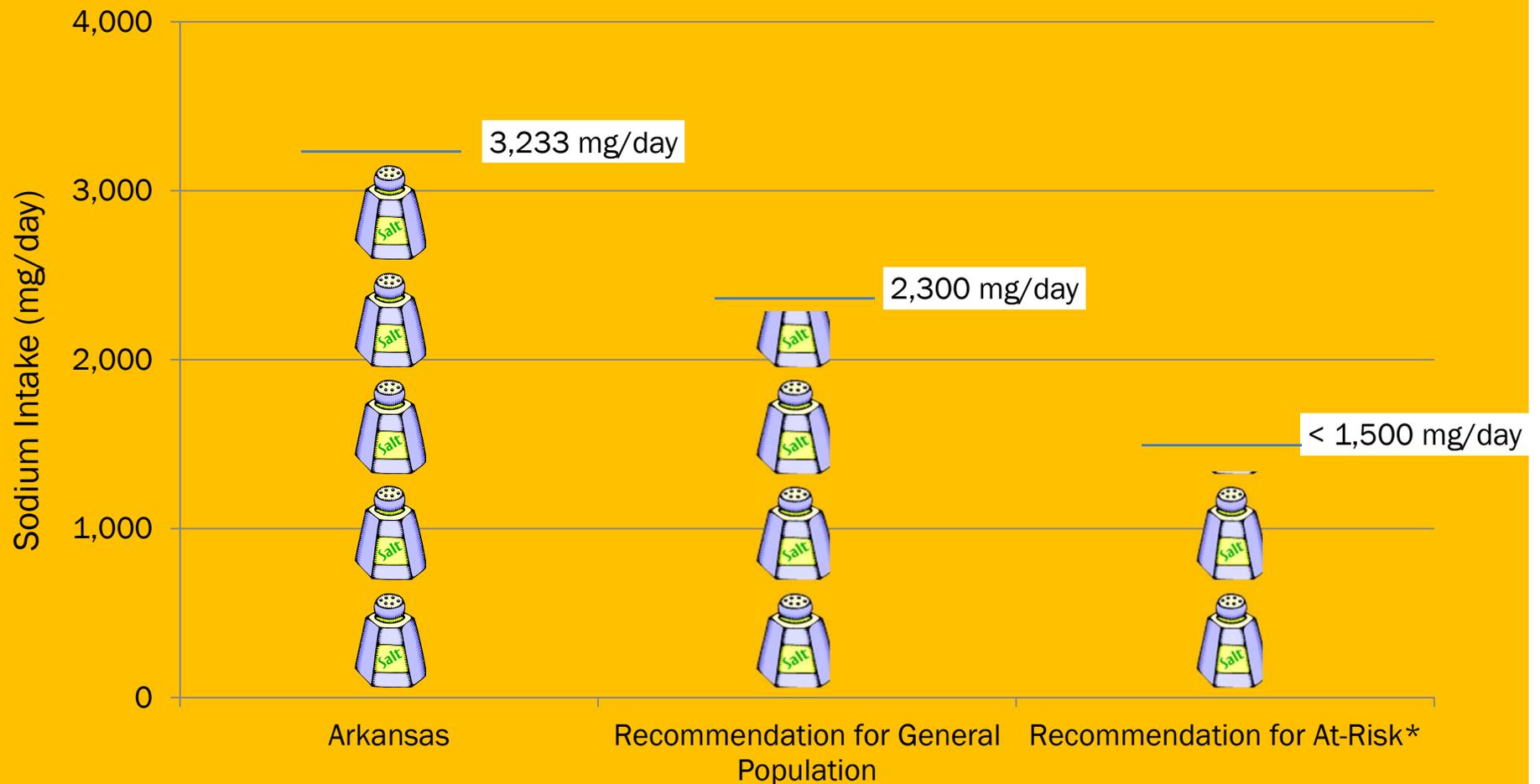
# CONTROLLED HIGH BLOOD PRESSURE AMONG ADULTS WITH HIGH BLOOD PRESSURE, BY RACE AND GENDER ARCHES: ARKANSAS, 2007



Source: Arkansas Cardiovascular Health Examination Survey, 2007.

Note: Hypertension is defined as having a systolic blood pressure  $\geq 140$  mm Hg OR diastolic blood pressure  $\geq 90$  mm Hg OR currently taking medication to lower high blood pressure. Controlled hypertension is defined as having a systolic blood pressure  $<140$  mmHg and diastolic blood pressure  $<90$  mmHg. Includes adults ages 18 and older.

# AVERAGE DAILY SODIUM INTAKE AMONG ADULTS ARCHES, 2007



Sources: Arkansas data - Arkansas Cardiovascular Health Examination Survey (ARCHES), 2007 (among persons ages 18 and older); Recommendations - *Dietary Guidelines for Americans, 2010*.

\* At-risk populations include Blacks, persons aged  $\geq 51$ , and persons of any age with hypertension, diabetes, or chronic kidney disease.

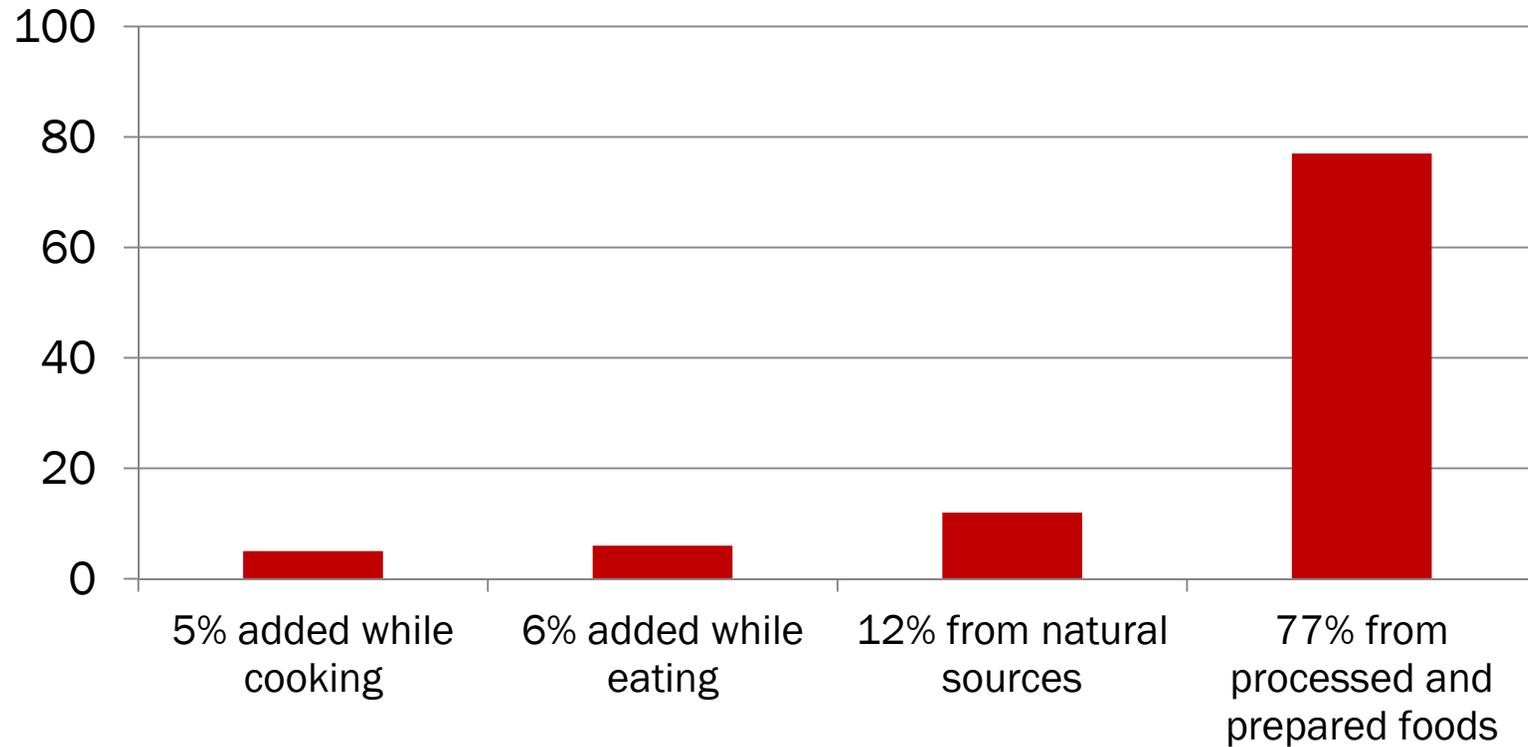
# WHAT DO THESE AMOUNTS OF SODIUM LOOK LIKE?



Photo source: Idaho Heart and Stroke Prevention. *Less salt. Better health.* brochure.  
<http://healthandwelfare.idaho.gov/Portals/0/Health/HDSP/hewe-sodium-brochure-online.pdf>



# PRIMARY SOURCES OF SODIUM IN THE AVERAGE U.S. DIET



Source: [http://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm\\_304869.pdf](http://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_304869.pdf)

# PULASKI COUNTY DEMOGRAPHICS

Pulaski County	Number
Total Population	386,299
Gender	Percent
Male	48.1%
Female	51.9%
Race and Ethnicity	Percent
White	60.2%
Black	35.1%
Hispanic or Latino Origin	6.0%
Education	Percent
High school graduate or higher, ages 25+	88.8%
Bachelor's degree or higher, ages 25+	31.3%
Income	
Median household income	\$45,897
Persons below poverty level	16.7%

Source: U.S. Census Bureau.

Notes: Estimates are for 2011, except for education and income which are for years 2007-2011. Race includes persons reporting only one race. Hispanics may be of any race, and may be included among Whites and Blacks.

# PULASKI COUNTY BUSINESS FACTS

	Number
Total Number of firms	35,392
	Percent
Black-owned firms, percent	14.1 %
Hispanic-owned firms, percent	2.1%
Women-owned firms, percent	26.7%

Source: U.S. Census Bureau, 2007



# COMMUNITY INVOLVEMENT

There are two fronts in the fight against heart disease & stroke

- ❖ Clinical prevention and community prevention

Communities have a part to play; patients have a part to play

- ❖ Empowering clients to make healthy choices
- ❖ Increasing awareness of risk factors for heart disease and stroke
- ❖ Partnering with other businesses and joining efforts to improve the health of your community
- ❖ Joining MH™ and reducing 1 million heart attacks and strokes by 2017



# HOW TO JOIN MH™

Arkansas currently ranks #1 in the nation for MH™ pledges

Become a Partner – Take the Million Hearts Pledge

Be One in a Million Hearts

- Individuals
- Health Care Providers
- Pharmacists & Pharmacies
- Consumer, Community & Patient Organizations
- Hospitals & Healthcare Organizations
- Employers & Private-Sector Organizations

Web Address: <http://millionhearts.hhs.gov/index.html>



# QUESTIONS

## Contact Information

Linda Faulkner, Section Chief

Heart Disease & Stroke Prevention

[Linda.faulkner@arkansas.gov](mailto:Linda.faulkner@arkansas.gov)

501-661-2956



# Tobacco Cessation

**Arlene Rose, Branch Chief  
Tobacco Prevention and Cessation Program  
March 18, 2013**



**STAMP OUT SMOKING**  
ARKANSAS DEPARTMENT OF HEALTH  
1-800-QUIT-NOW

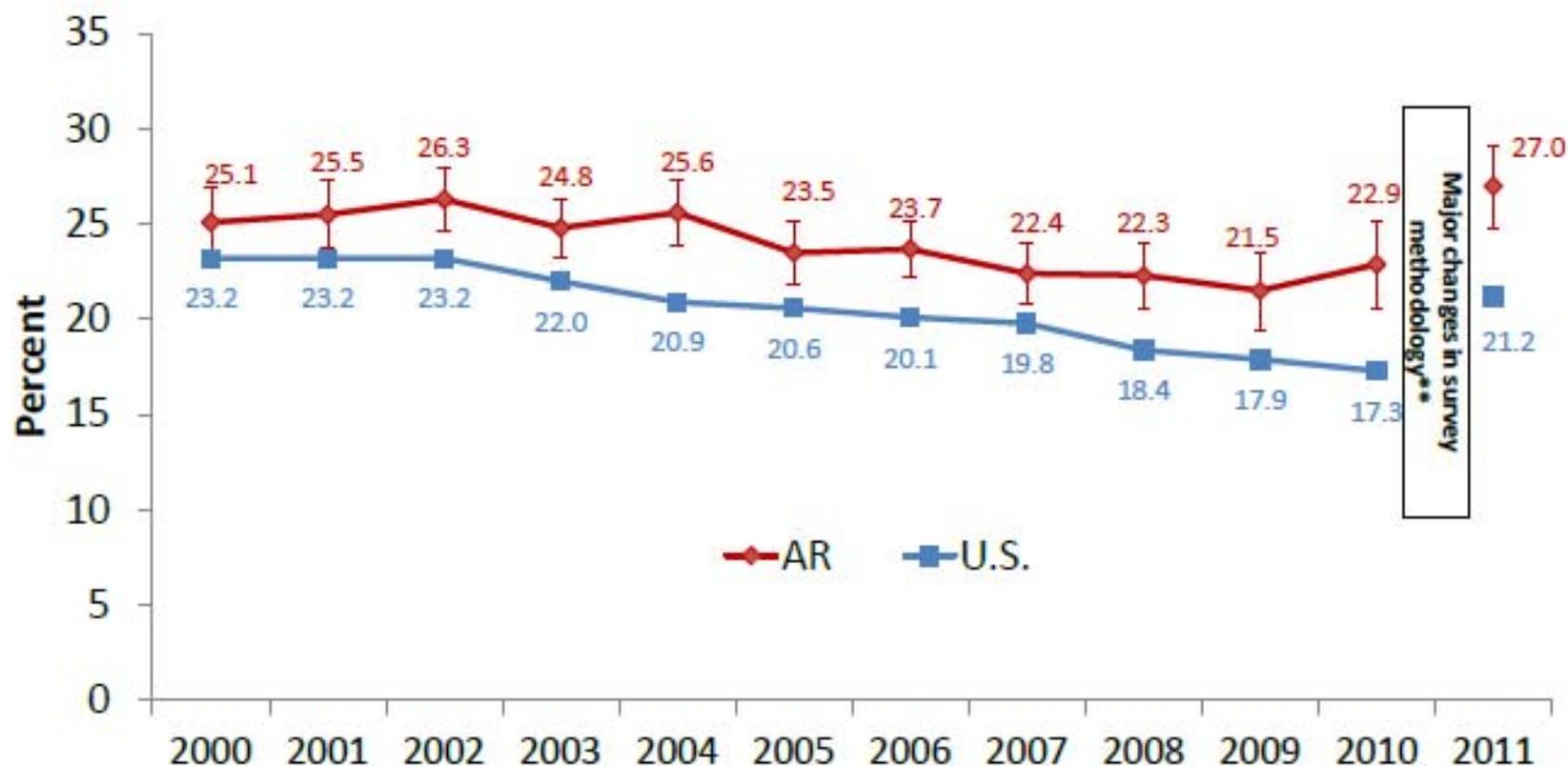
**TPCP**

Tobacco Prevention & Cessation Program

Your  
Tobacco  
Settlement  
Dollars at  
Work



## Current Cigarette Smoking among Adults\* Arkansas & U.S. 2000-2011

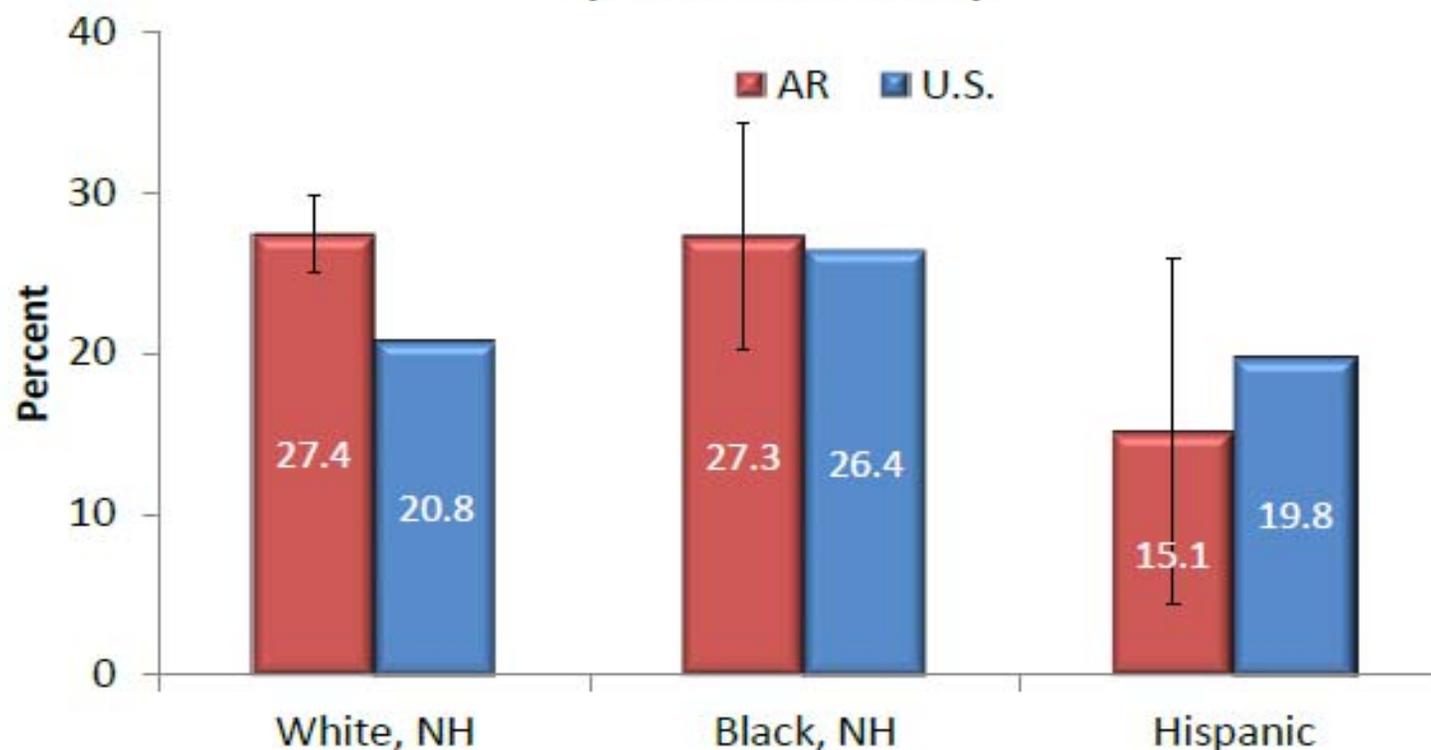


\*Respondents aged  $\geq 18$  years who report having smoked 100 cigarettes in their lifetime and are current smokers on every day or some days.

\*\*The 2011 BRFSS had substantial methodological changes; it is not comparable to previous years.

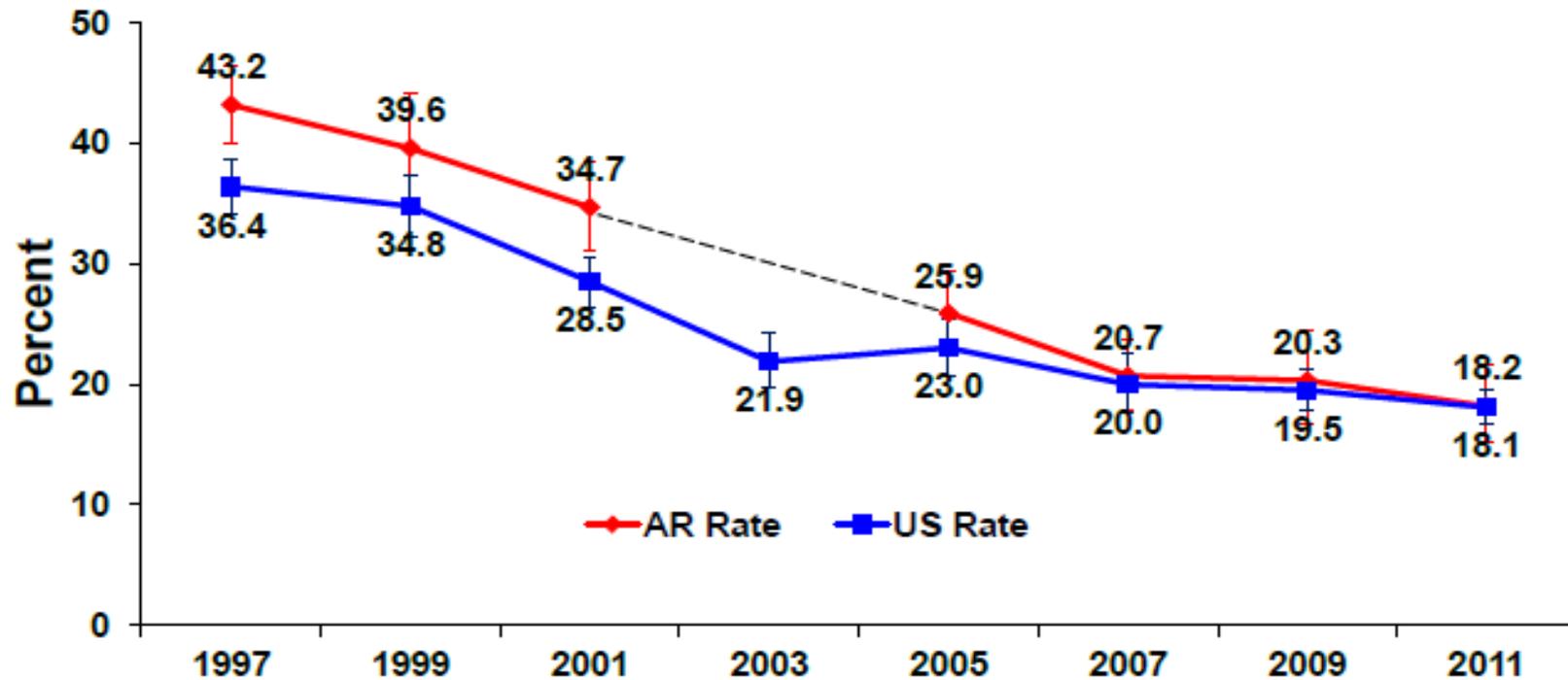
Source: Behavioral Risk Factor Surveillance System (BRFSS)

## Current Cigarette Smoking among Adults\* by Race/Ethnicity Arkansas and U.S. 2011 (BRFSS Data)



\*Respondents aged  $\geq 18$  years who report having smoked 100 cigarettes in their lifetime and are current smokers on every day or some days.  
Source: Behavioral Risk Factor Surveillance System (BRFSS) 2011

## Current Cigarette Smoking\* among High School Students



\* Students in grades 9-12 who report having smoked cigarettes on one or more days during the previous 30 days

Source: Youth Risk Behavior Surveillance System

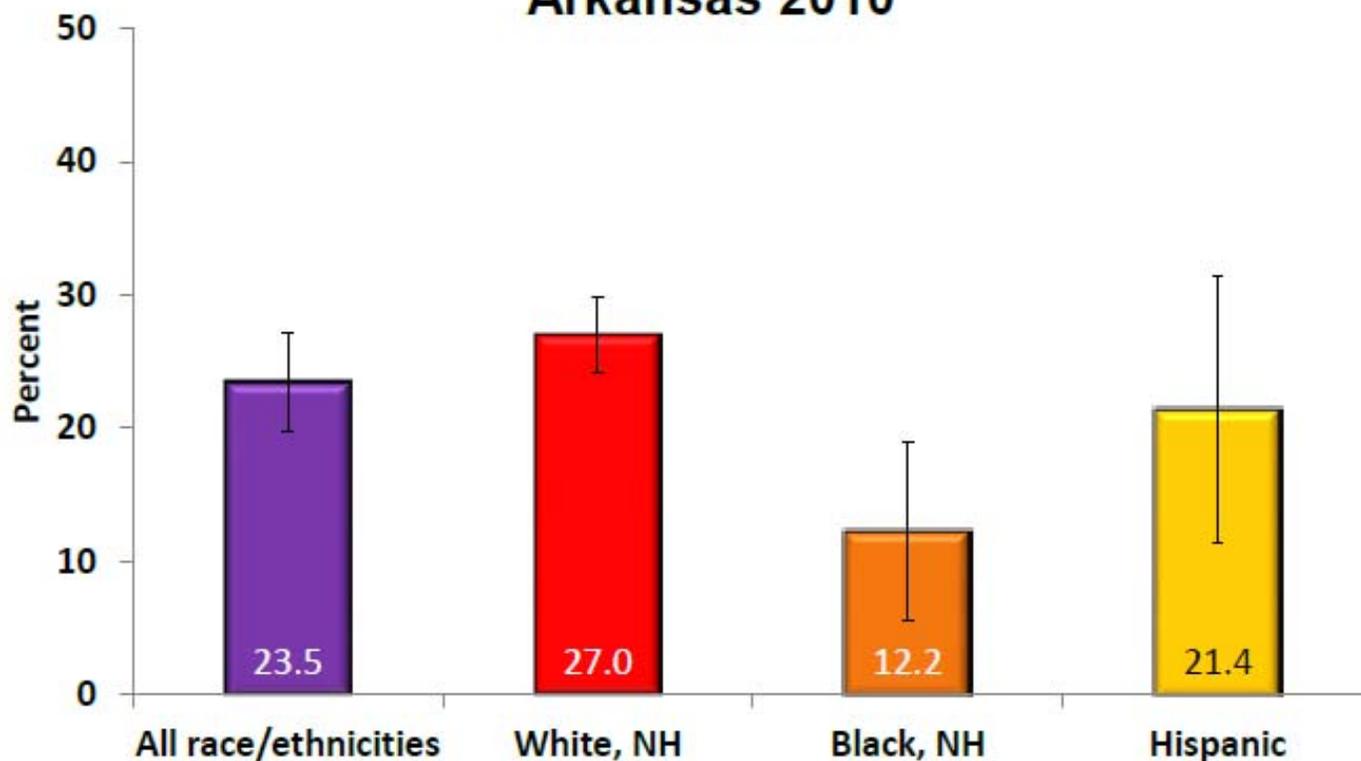
----- No data available for Arkansas in 2003



Version Sep 25, 2012

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## Current Cigarette Smoking among High School Students\* by Race/Ethnicity Arkansas 2010



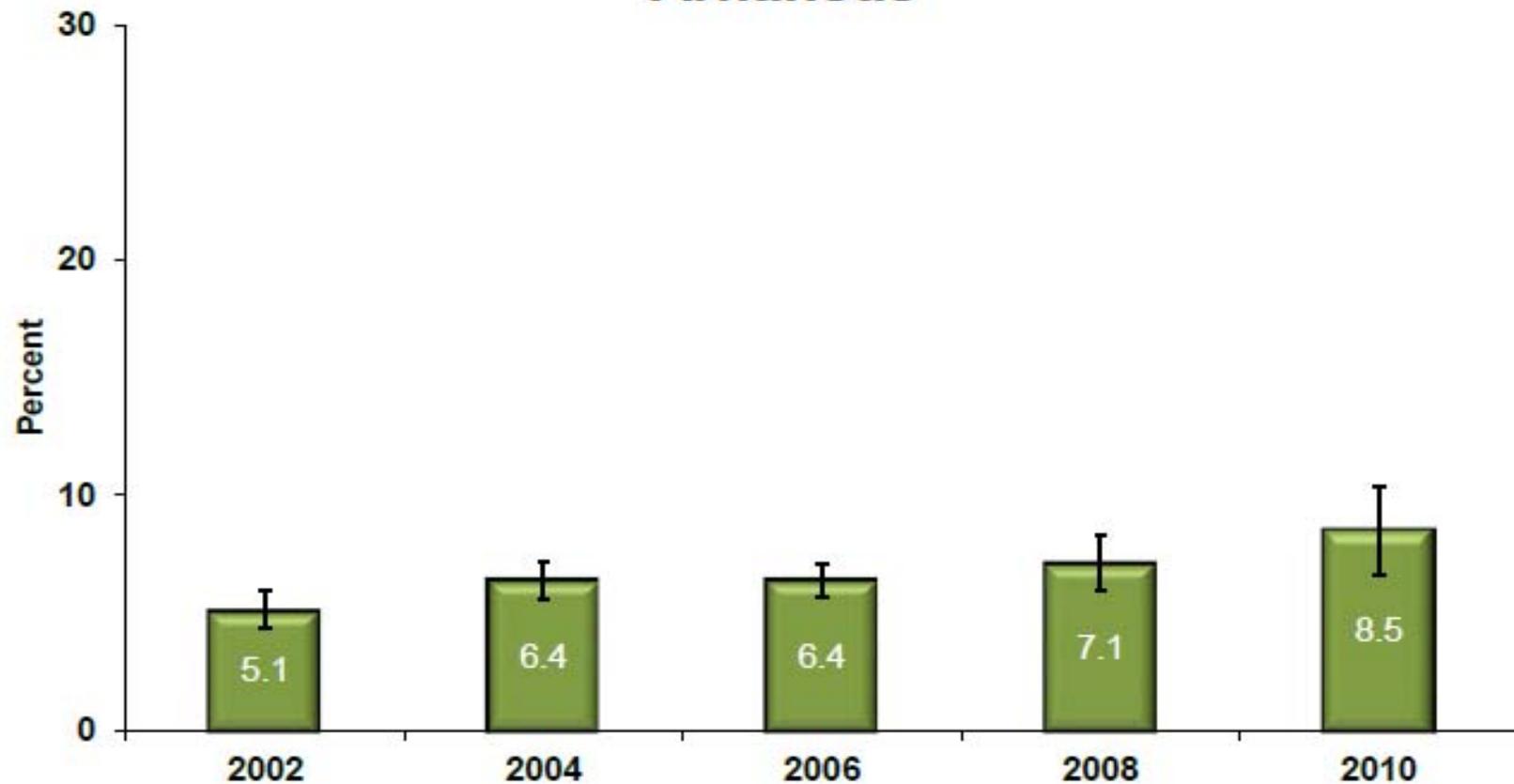
\*Students in grades 9-12 who report having smoked cigarettes on one or more days during the previous 30 days.  
Source: Arkansas Youth Tobacco Survey



Version Sep 25, 2012

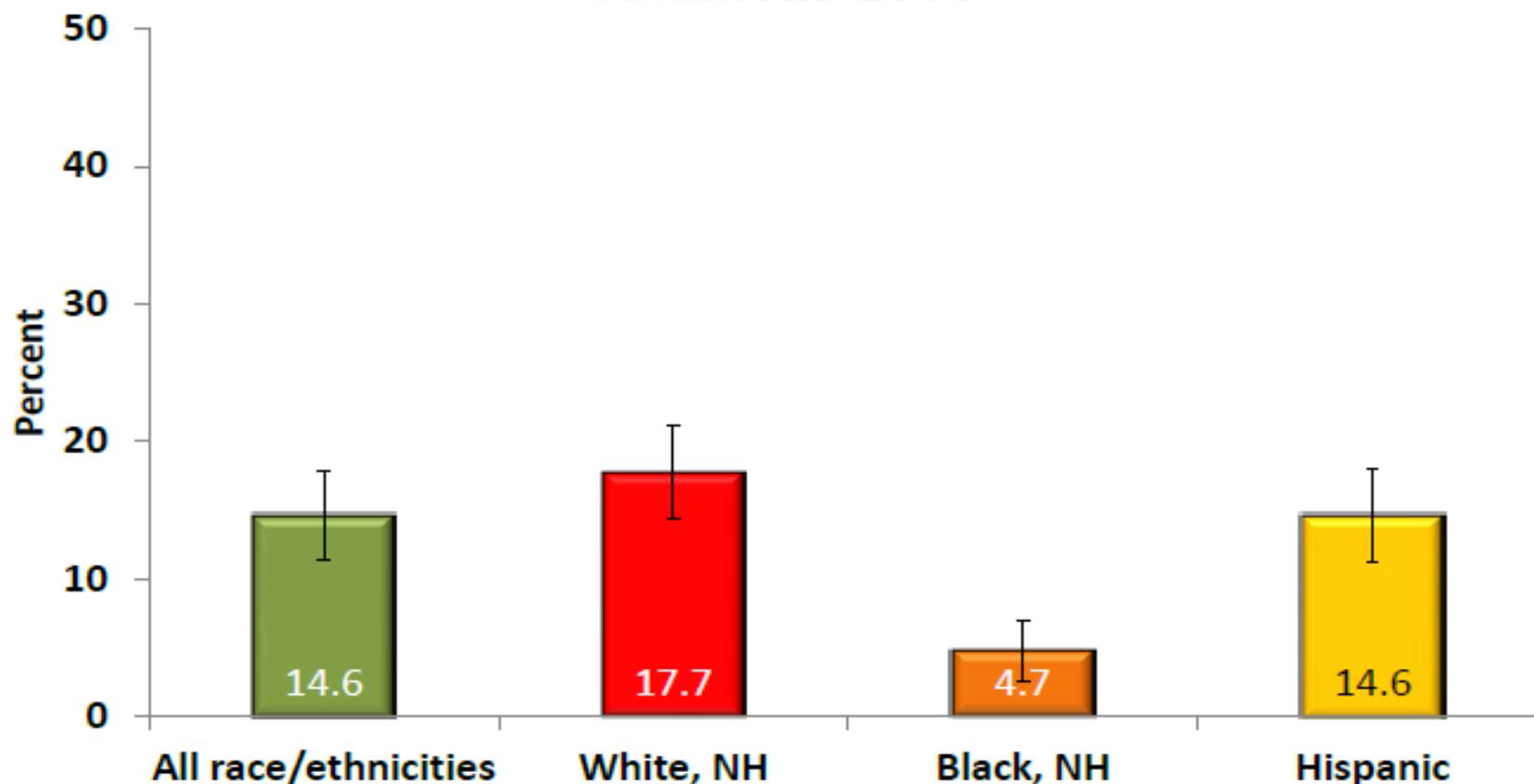
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## Current Smokeless Tobacco Use among Adults\* Arkansas



\*Respondents aged  $\geq 18$  years who are current users of chewing tobacco or snuff on every day or some days.  
Sources: Arkansas Adult Tobacco Survey (ATS) for 2002-2008  
2010 data is from the 2009-2010 National ATS

## Current Smokeless Tobacco Use among High School Students\* by Race/Ethnicity Arkansas 2010



\*Students in grades 9-12 who report having used smokeless tobacco on one or more days during the previous 30 days.

Source: Arkansas Youth Tobacco Survey



# RESOURCES AVAILABLE

- **Arkansas Tobacco Quitline 1-800-QUIT-NOW**
  - Unlimited access to Web Coach
  - Nicotine replacement therapy medications at no cost, if appropriate.
  - Available 24/7
  - Services available in English, Spanish, and additional languages as needed.
  
- **Strike2Quit Cessation Game**



# What can you do?

- Educate customers
- Encourage quitting
- Promote quitting resources
- Implement Smoke free/Tobacco free policy
- Put up Signage

# Questions

## Contact Information:

Arlene Rose

[Arlene.rose@arkansas.gov](mailto:Arlene.rose@arkansas.gov)

501-661-2046



**TPCP**  
Tobacco Prevention & Cessation Program



# THE INDIANA COMMISSION ON THE SOCIAL STATUS OF BLACK MALES



- Improve the quality of life of Black Males in Indiana
- 5 focus areas: social factors, education, employment, health and criminal justice
- 19 Appointed Commissioners
- Local Commissions: (10 Indiana cities)
  - Anderson, Bloomington, Evansville, Fort Wayne, Gary
  - Indianapolis, Jeffersonville, Michigan City, Muncie, South Bend
- Each Commission has a lead representative
- Each Commission has its own contacts, partners, barber/beauty owners, vendors, etc. in their respective city

## 2013 Indiana Black Barbershop Health Initiative

- The Indiana Commission on the Social Status of Black Males in conjunction with local commissions and community partners will be providing health screenings and education at more than 50 barbershops from 9 a.m. to 3 p.m.
- Bloomington / Elkhart / Evansville / Fort Wayne / Gary / Hammond Indianapolis / Jeffersonville / Kokomo / Michigan City / South Bend Terre Haute
- Mission: To enlighten AA men to better understand CD (screening and education)
- Sponsors: Admiral Medical Supplies, Affecting Cancer Together (ACT) and the Indiana Minority Health Coalition.
- Indiana AA men have the highest mortality rate of any group.
- Indiana AA men suffer from prostate cancer at a higher level than any other racial/ethnic group.
- The initiative utilizes 50+ barbershops / 240+ barbers / 350+ volunteers

2011 Initiation - 6 cities

2012 Accomplished - 748 screenings / 9 cities

2013 Goal - 1000+ screened / 12 cities

# THE INDIANA BLACK BARBERSHOP HEALTH INITIATIVE

City	# of Shops	# of Barbers	Medical Volunteers	Non-Medical Volunteers	# Screened
Bloomington	1	3	7	6	53
Elkart	4	17	15	20	55
Evansville	5	17	5	10	111
Ft. Wayne	9	38	12	20	110
Gary	4	16	9	12	45
Indy	13	72	23	12	166
Jeffersonville	2	9	5	9	31
Michigan City	1	5	3	4	50
South Bend	6	27	30	28	127
Totals:	45	204	109	121	748



Free blood pressure screenings, cholesterol screenings and prostate health information!

# The 3rd Annual INDIANA BLACK BARBERSHOP Health Initiative

## APRIL 13, 2013

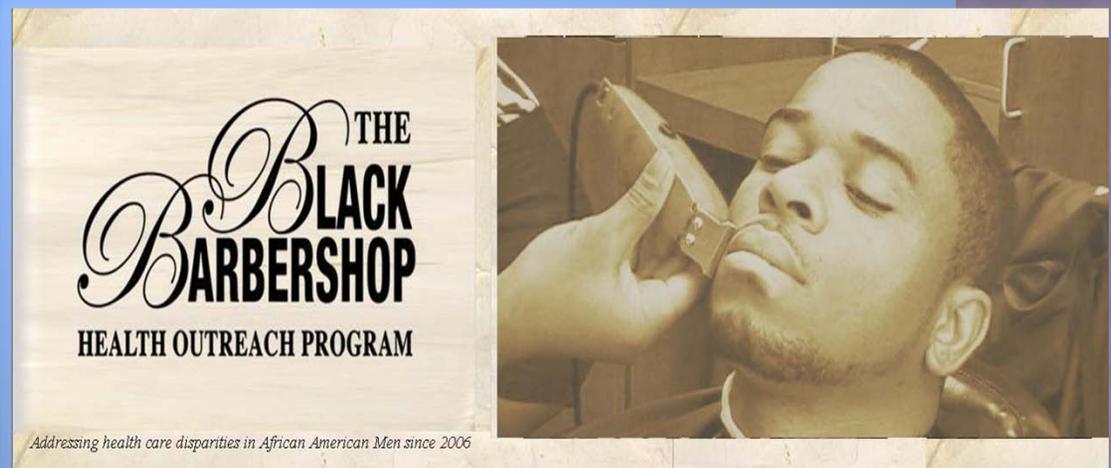
### Participating locations:

- Bloomington
- Elkhart
- Evansville
- Fort Wayne
- Gary
- Indianapolis
- Jeffersonville
- Kokomo
- Michigan City
- South Bend
- Terre Haute



[www.in.gov/icssbm](http://www.in.gov/icssbm)

- Began 2007
- 37,000 screened / 38 cities
- Preventing premature death in AA men from CD and prostate cancer.
  - Developed key strategic partners
  - Increase public awareness
  - Address health care disparities
- Goal to screen over 500,000 men by the year 2014 (50 city tour)
  - fraternities
  - sororities
  - medical schools
  - nurses
  - corporate entities
  - philanthropists
  - churches



## Natural extension - Black Beautyshop Health Outreach Program (2010)

- 15 barber/beautyshops in Florida
- 18+ years
- Dr. BrownnTaylor has been a trailblazer in researching issues in barbershops and beautyshops, such as the consequences of malt liquor drinking among African American men and the nexus between hair care and exercise practices among African American women.



*“Look just as good on the inside as they do on the outside.”*

# Arkansas Minority Barber & Beautyshop Health Initiative



## GOALS AND OBJECTIVES

The primary objective\* is three-fold:

1. **SCREEN:** Hypertension, Diabetes and Cholesterol
2. **EDUCATE:** Teach communities about the importance of proper diet, physical exercise, recognizing signs and symptoms of chronic diseases and smoking cessation.
3. **REFER:** Refer high risk individuals identified through screenings to local health units/primary care physicians, community health centers and/or hospital clinics that offer free or low-cost health services. For smoking cessation - referrals will be made to the QUIT line.

\*taken from the Black Barbershop Health Outreach Program

## As an Individual

- **PREVENT** heart disease and stroke in your family by
- **UNDERSTANDING** the risks.
- **GET UP** and **GET ACTIVE** by exercising for 30 minutes on most days of the week.
- **KNOW** your **ABCS**:
  - Appropriate Aspirin Therapy
  - Blood Pressure Control
  - Cholesterol Management
  - Smoking Cessation
- **STAY STRONG** by eating a heart-healthy diet that is high in fresh fruits and vegetables and low in sodium, saturated and trans fats, and cholesterol.
- **TAKE CONTROL** of your heart health by following your health care professional's instructions for medications treatment

By clicking 'Count Me In', you are pledging your support to Million Hearts™. By becoming a pledge, you allow CDC and HHS to use and share information you provide in order to further the Million Hearts™ goal. This information includes: your city, state, zip code, and date and time of your pledge. Your first name and last initial will not be stored. As federal organizations, CDC and HHS must disclose all information as required by law

\* Required information

First Name:

Last Initial:

\* City:

\* State:

\* Zip Code:

Count Me In



Free blood pressure & cholesterol screenings and smoking cessation information!



# ARKANSAS MINORITY Barber & Beautyshop

Health Initiative  Million  
Hearts™

## July 27, 2013

### Participating (Invited) Locations:

- Dazzling Creations Salon
- Lois & Ray's Salon
- Metropolitan Career Technical Center
- Moore Than Enough
- New Image Salon, Spa & Barber
- New Tyler Barber College
- Panache'
- Salón de Belleza Patricia
- That Final Touch
- Trinity Salon
- Velvatex
- Washington Barber College

