



Cutting Through Stigma: Leveraging Barbershops for HIV Awareness and Community Engagement

Faith Oladimeji, MPH
HIV Testing Program Manager



OBJECTIVES

Understand the best practices on how to integrate a culturally competent barbershop to promote HIV awareness and testing and foster open dialogue about sexual health in culturally relevant settings.

Gain insights into designing and executing inclusive health fairs and outreach programs that address stigma and barriers to care, ultimately enhancing community engagement and health equity among at-risk populations.

CHARLES R DREW UNIVERSITY TESTING PROGRAM OVERVIEW

■ Storefront Program

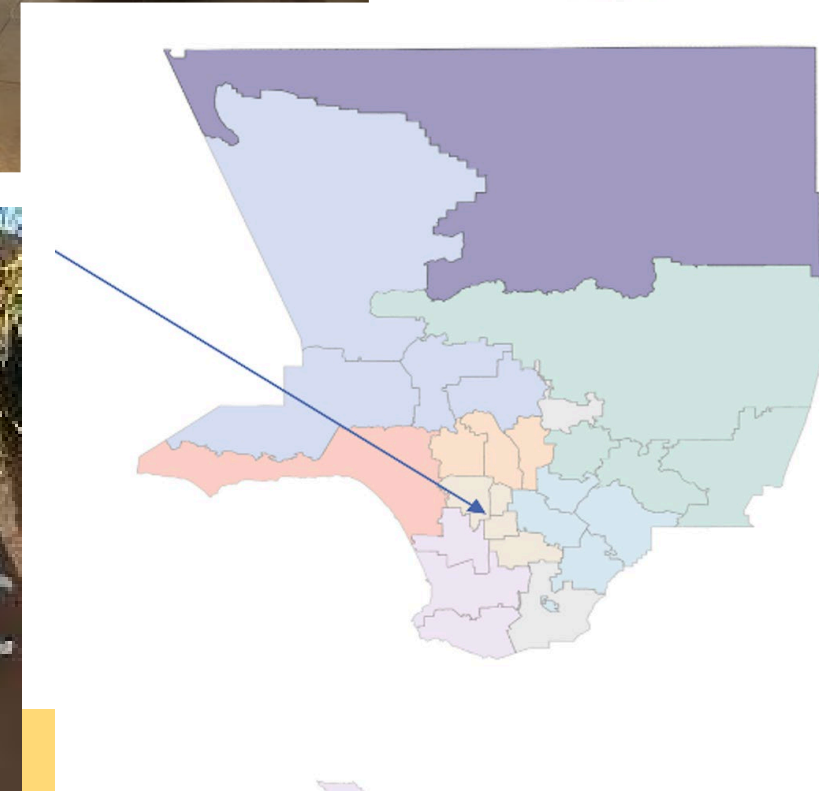
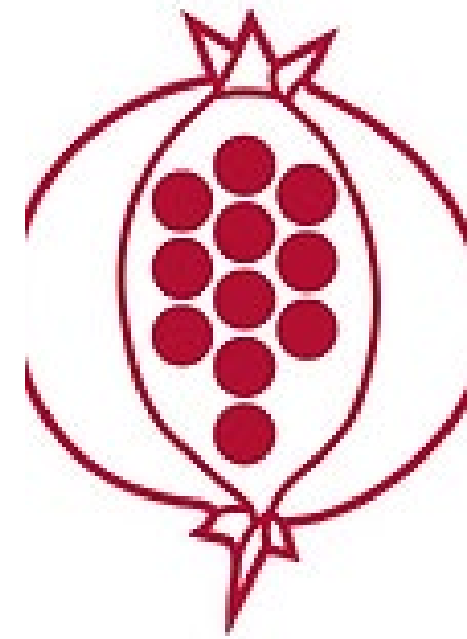
- OASIS Clinic
- T.H.E. Clinic

■ Social and Sexual Network Program

- Recruiter Based Model
- Granada on Broadway
- Russ Hotel

Demographics:

Service Planning Area 6. Mostly serve Black/African Americans, Hispanics and Individuals at high risk/disproportionally impacted by HIV



Barriers

Stigma

Approximately 58,000 people are living with HIV in LA County in 2021, with most of these persons being male (90%)

HIV prevalence has consistently been the highest among Black MSM with the most recent surveillance showing 36% of Black MSM living with HIV compared with 18% of Latinx MSM and 15% of white MSM, 26% of HIV-positive Black MSM, compared with 0% of HIV-positive White MSM were unaware they had HIV

According to LA County 2022 report, despite widely available PrEP resources and providers, fewer than a third of persons with an indication of PrEP report taking it

THE ROLE OF BARBERSHOPS

Cultural Significance

Trusted Spaces for Discussion

Breaking Down Barriers

The integration of testing services

The creation of a non-judgmental atmosphere

Inclusion of Women and Community Members

Cultural Competence in Health Interventions

Challenging stereotypes about HIV

Building trust with healthcare providers





DREW CARES X BARBER GURUS

How does the Partnership Work?

- *Event Design*

YTD Data

- 5 Total Health Fair
- Tested >250 Community Members
- 172 Community Members Serviced

Yearly Trainings

- HIV Training provided by local CBO to Barbers and Stylists
- Barber Gurus "Men's Barber Talk"
- Barbershop Talks
- Cultural Sensitivity and Mental Health Training

Educational Workshops

- Community Resources and Interactive Activities

IMPACT AND OUTCOMES



Community Engagement and Health Equity



Transformative spaces for public health initiatives



Reducing stigma and enhancing awareness

CONCLUSION



Transformative
Potential



Collaboration
between barbershops
and health initiatives



Promoting Health
equity among at-risk
populations

By transforming trusted spaces into platforms for dialogue and awareness, we can break down stigma, foster understanding, and ultimately improve the health of our communities.

QUESTIONS?



Thank you on behalf of Dr. LaShonda
Spencer, Leon Maulsby and Faith
Oladimeji



Charles R. Drew University
of Medicine and Science

A Private University with a Public Mission