



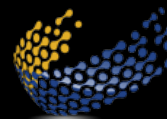
“Girl talk” for PrEP: Envisioning Black beauty salons as a setting for pre-exposure prophylaxis (PrEP) interventions

Alicia Morehead-Gee MD MS, Dilara Uskup PhD PhD, Steve Shoptaw PhD, Nina Harawa PhD, MarySue Heilemann PhD

January 31, 2020



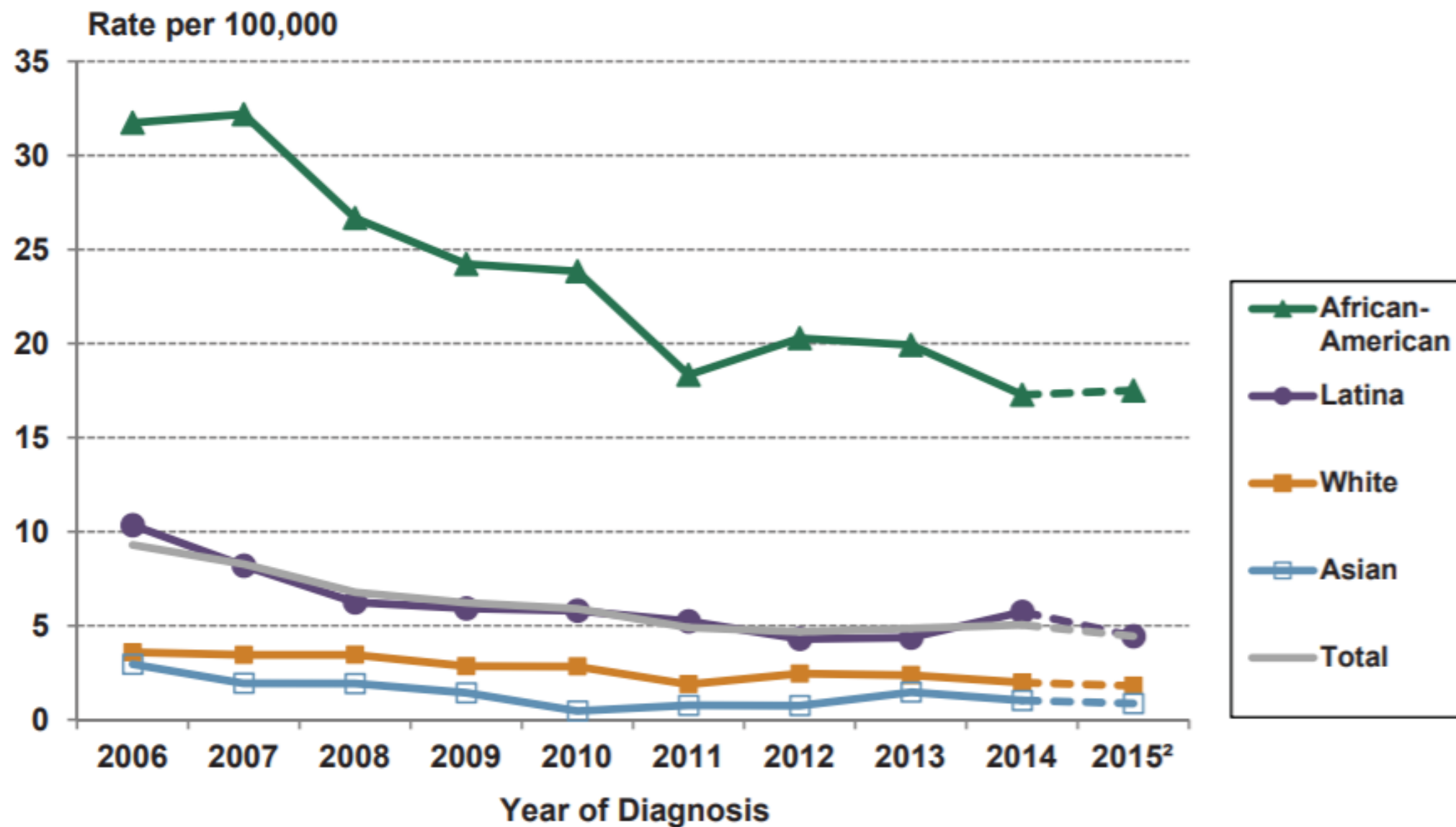
National Clinician
Scholars Program



CHIPTS
Center for HIV Identification, Prevention
and Treatment Services



Figure 3B. Rates of HIV Diagnoses among Adult/Adolescent Females by Race/Ethnicity¹, Los Angeles County, 2006-2015







**Beauty Salons: A Promising Health Promotion
Setting for Reaching and Promoting Health
Among African American Women**

Laura A. Linnan, ScD, CHES

Yvonne Owens Ferguson, PhD, MPH



Research and Professional Briefs

**Beauty Salon Health Intervention Increases Fruit
and Vegetable Consumption in African-American
Women**

LATASHA T. JOHNSON; PENNY A. RALSTON, PhD; ETHEL JONES, PhD

RESEARCH

The NEW ENGLAND JOURNAL of MEDICINE

ORIGINAL ARTICLE

**A Cluster-Randomized Trial of Blood-
Pressure Reduction in Black Barbershops**

Ronald G. Victor, M.D., Kathleen Lynch, Pharm.D., Ning Li, Ph.D.,
Ciantel Blyler, Pharm.D., Eric Muhammad, B.A., Joel Handler, M.D.,
Jeffrey Brettler, M.D., Mohamad Rashid, M.B., Ch.B., Brent Hsu, B.S.,
Davontae Foxx-Drew, B.A., Norma Moy, B.A., Anthony E. Reid, M.D.,*
and Robert M. Elashoff, Ph.D.



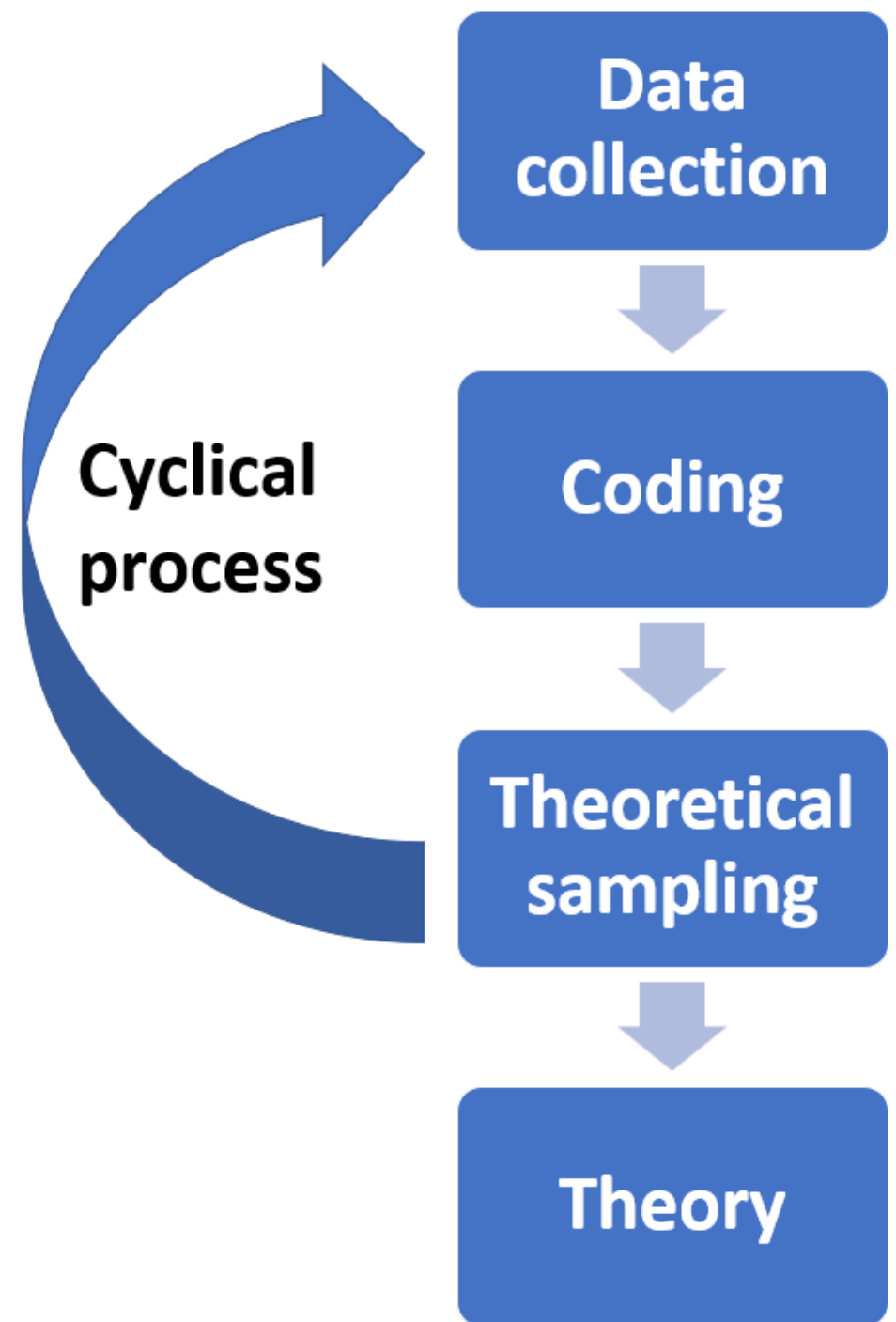
Objectives

Use qualitative interviews to explore Black female cosmetologists' and estheticians':

- Thoughts, feelings, and actions during their conversations with clients regarding dating and sex
- Awareness and acceptability of PrEP
- Acceptability of a PrEP-related intervention within the Black beauty salon environment

Methods

- Convenience & snowball sampling
- Semi-structured interviews
- Data collection & analysis: Constructivist Grounded Theory



Results: Sample characteristics



N = 16 Black women interviewed in LA County



Median age: 41 years



Median number of clients seen per week per interviewee: 25



14 (82%) had health insurance



14 (82%) had a regular doctor



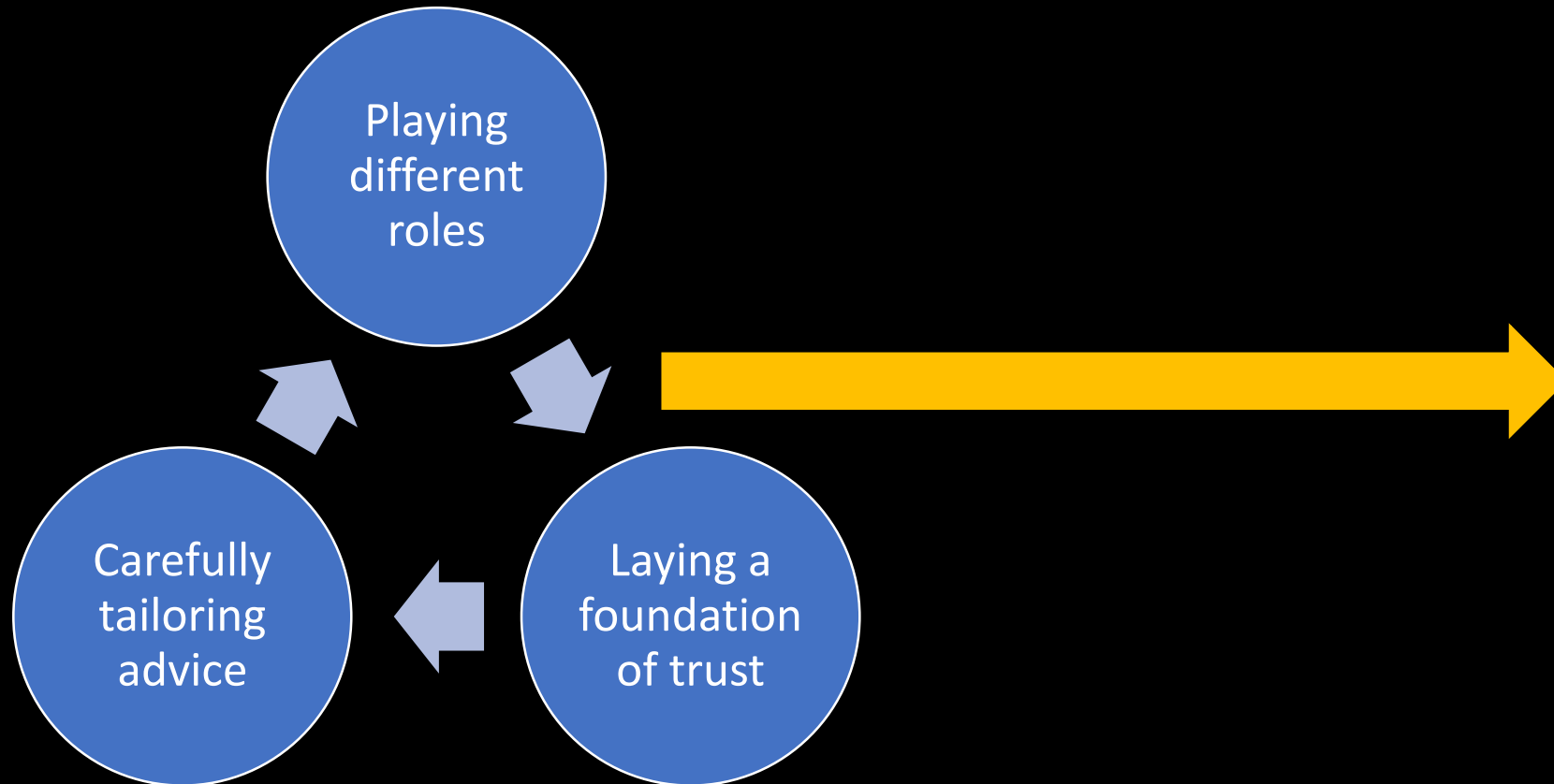
13 (76%) had heard of PrEP



Preliminary findings: situation specific theory

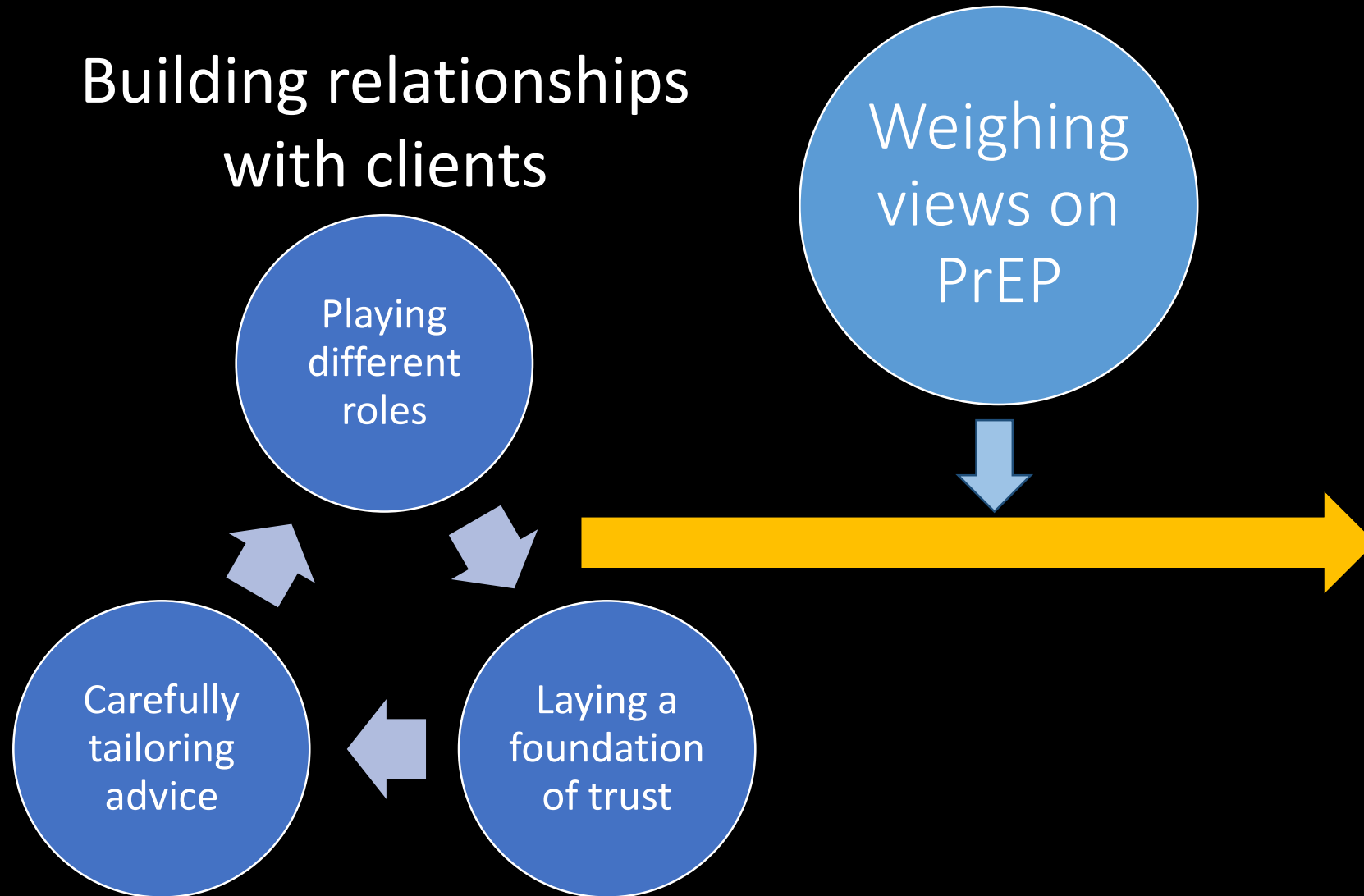
Preliminary findings: situation specific theory

Building relationships
with clients



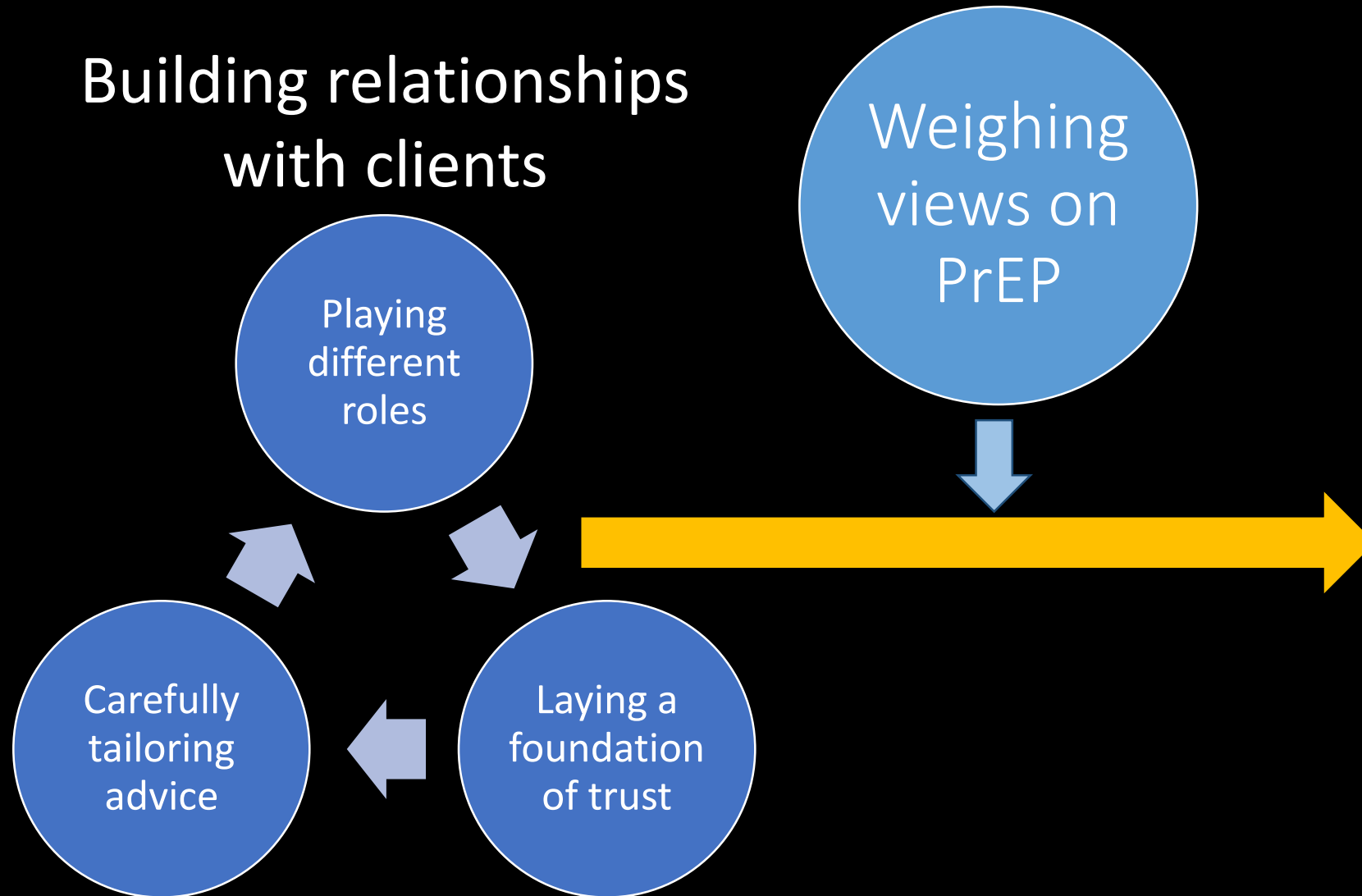
Preliminary findings: situation specific theory

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Preliminary findings: situation specific theory

Building relationships
with clients



Weighing
views on
PrEP

Envisioning
interventions in
the salon



PrEP

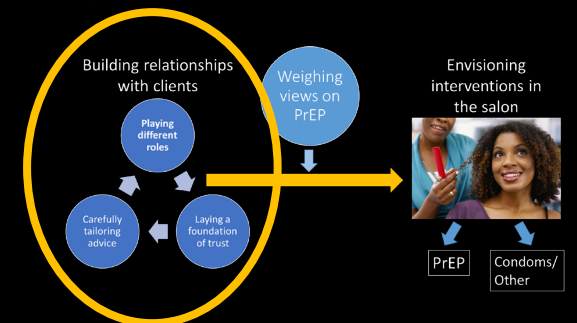
Condoms/
Other

Building relationships with clients: Playing different roles

"I could be a **mother** to the younger ones, a **mentor**. I could be a **sister** to my peers. Like a play daughter to the older clients. I really just kind of take on the **role** of whatever the client needs me to be at the time."

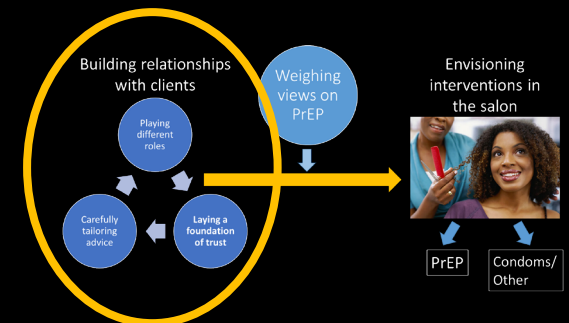
(Cosmetologist, age 41)

"I can be a bit of a **counselor/motivator/homegirl**, like some of everything." (Cosmetologist, age 33)



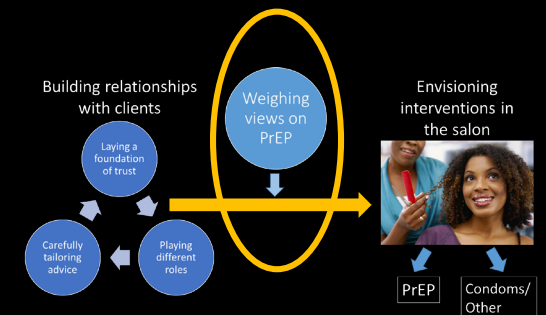
Building relationships with clients: Laying a foundation of trust

“I'm like, **come to me with anything**. I'm not going to be mad at you, we'll talk it through. I think when they know that you're an open person and you're not going to judge them, they're easier to **confide** in you.”
(Cosmetologist, age 46)



Weighing views on PrEP: Support

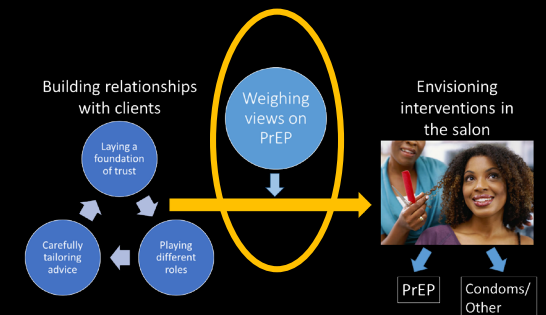
“I feel as though **it’s necessary**. However, I really feel—maybe this is like my religious views—that people should have enough willpower to not engage in unprotected risky sex. But, the reality is that people don’t. Like, they still engage in those things.”
(Esthetician, age 30)



Weighing views on PrEP: Ambivalence

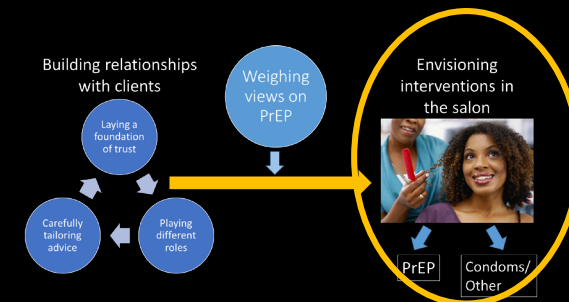
“How do I feel about it now? **If it works, it works.** ... That's how I feel about it. But do I know if it works or not? No. So I have no judgment on it right now.

... it would have to be a study between ... a lady wants to date a guy that has HIV. Or a guy wants to date a girl that has HIV.” (Cosmetologist, age 38)



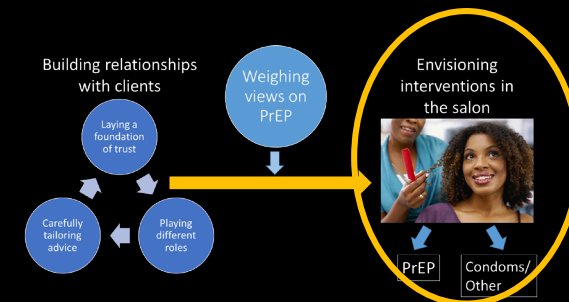
Envisioning interventions in the salon: PrEP

“I feel like we're counselors. ...So if you're giving advice, **why not give educated advice?** We talk about everything. So why not be like, ‘Girl. This is what I know about this, and this is how you should...[etc]’”
(Cosmetologist, age 33)



Envisioning interventions in the salon: Condoms

“I'd rather advise her to get **condoms and spermicide** than to take a pill that you don't know 10 years down the road, because you'll be blind or ... you got liver failure ... I'm not so much for the pharmaceutical drugs.” (Cosmetologist, age 46)

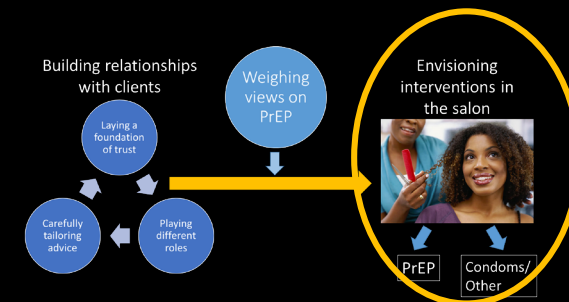


Envisioning interventions in the salon: General

“I would have to agree with what they're saying, because I'm the kind of person, I'm not for bringing somebody together to listen to somebody else's BS.

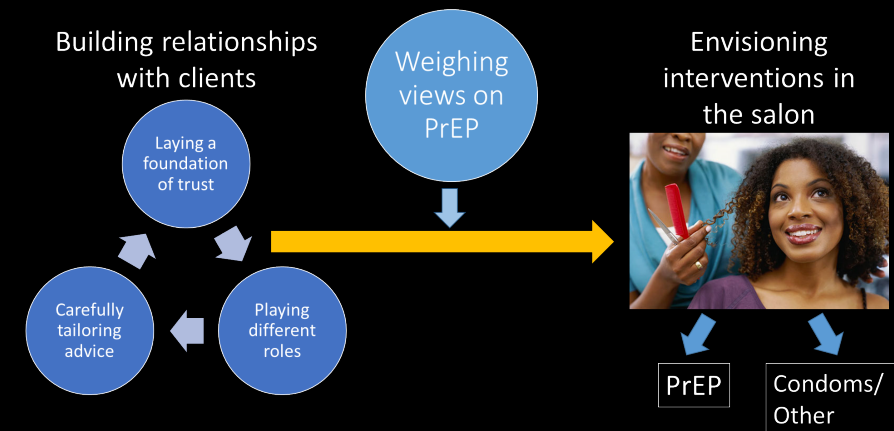
But I am for truly educating people about their health. If it is something that is [based on] actual good motive and there's nothing behind it that is soliciting other things, I am always down for that.”

(Cosmetologist, age 28)



Conclusions

- Cosmetologists & estheticians make a careful effort to building relationships with their clients
 - This makes them trusted advisors & valuable resources in future interventions
- Their views on PrEP influence their visions of interventions
 - Range: PrEP-centered \Leftrightarrow behavioral \Leftrightarrow wholistic
- There is no one-size-fits-all intervention for PrEP within the Black beauty salon





Next Steps

- Analyze views on specific interventions
 - Including telehealth
- Gather viewpoints from Black women regarding preferences for PrEP information/access in nonclinical settings
- Develop beauty salon intervention

BLACK WOMEN PREP



Thank you!

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- Steve Shoptaw, PhD
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- MarySue Heilemann, PhD

Email: amoreheadgee@mednet.ucla.edu

Twitter: [@AliciamoMD](https://twitter.com/AliciamoMD)

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