

# Advancing Together: Engaging Communities in Research to Improve Health

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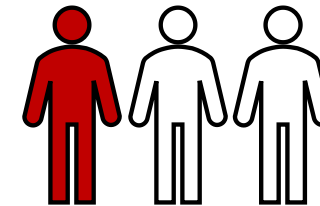
National Institutes  
of Health



**We have the tools to  
end the HIV epidemic in  
the United States**

# HIV Response Plagued by Racial Inequities

- **Black Americans face the most severe burden of disease**
  - 13% of US population
  - >40% new HIV infections
  - Lifetime HIV risk among Black MSM 1 in 3
  - Lifetime HIV risk among Black men 1 in 22
- Status quo approach may worsen racial inequities
  - Advances continue to benefit the same communities

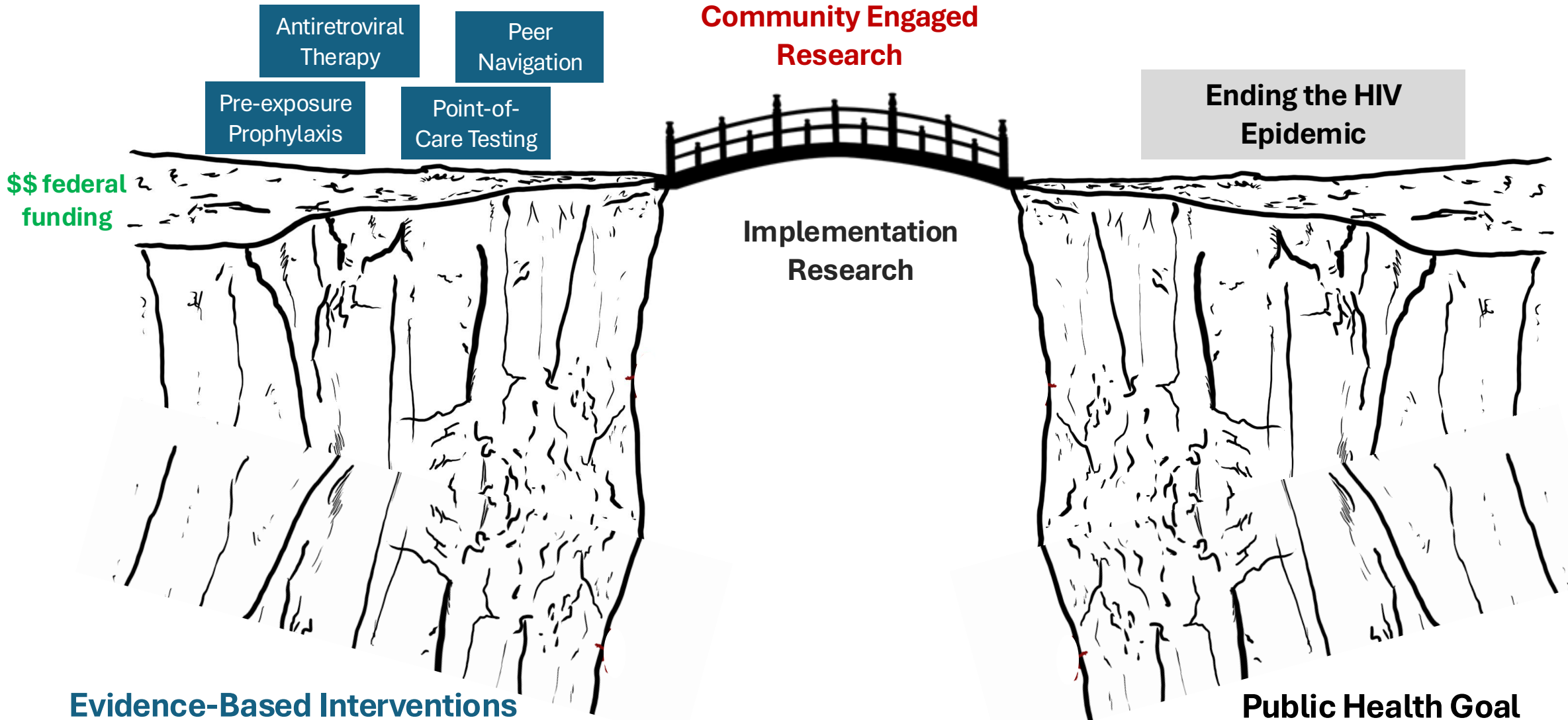


# HIV in Tennessee

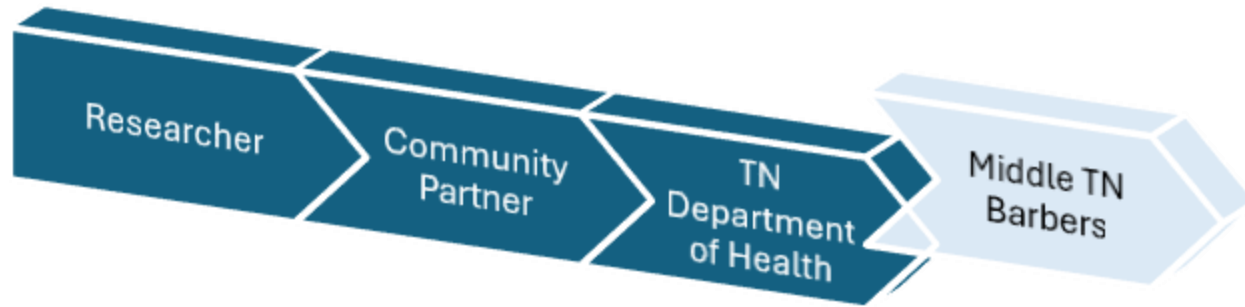
- 20,200 people living with HIV
- 71% of new infections are in 4 of 95 counties
- Memphis (Shelby County) 2<sup>nd</sup> highest incidence in country
- **Poorest linkage to care in the country (69%)**
  - Very slow **How do we find Black men** ent
- **Young Black men with HIV who are hidden**
- **Black individuals from care?**
  - Black individuals 6-7X greater incidence and mortality
  - Incidence among Black females 14X greater than white
  - Incidence among Black males 6X greater than white



# Bridging the Know-Do Gap



# Developing an Academic-Community Partnership



## Give-Get Grid

	Expected Contribution	Expected Benefit
Community Partner		
Academic Partner		
Public Health Partner		

# Shared Leadership Model

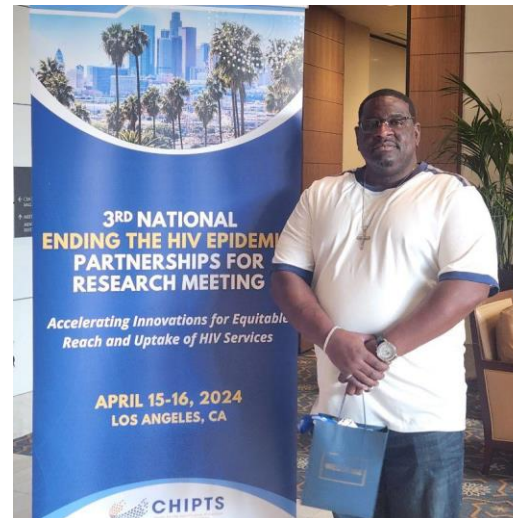
- Community partners included on study team
- Acknowledgement of mutual contribution, benefit, & voice
- Community partners compensated as content experts
- Publications
- Presentations



HIV/AIDS/STIs - Original Article

**Establishing an Academic–Community Partnership to Explore the Potential of Barbers and Barbershops in the Southern United States to Address Racial Disparities in HIV Care Outcomes for Black Men Living With HIV**

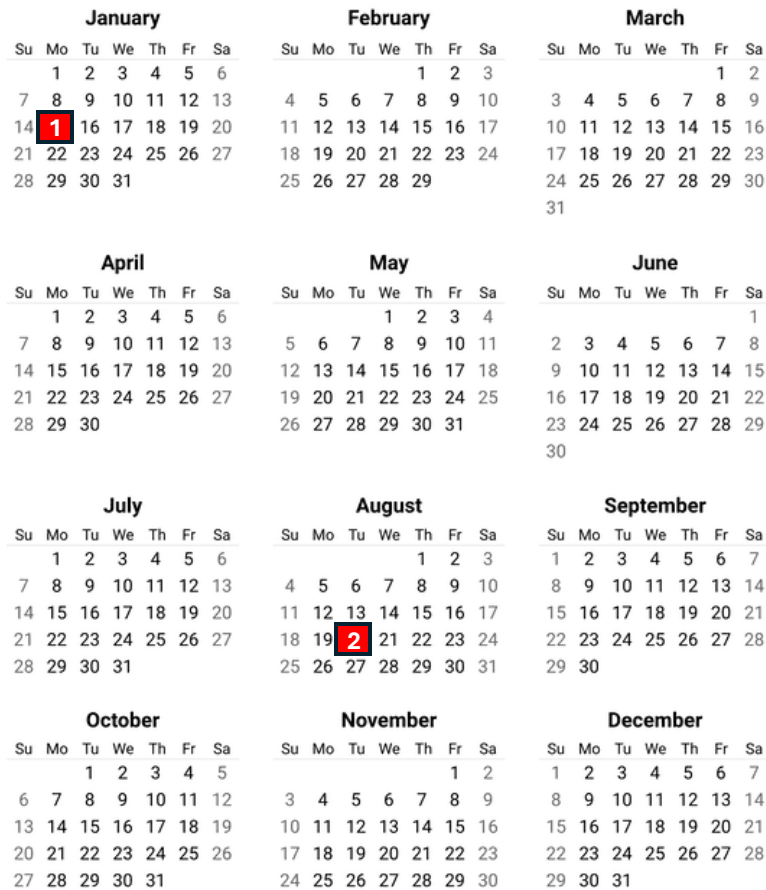
Chidiogo Nwakoby<sup>1</sup>, Leslie J. Pierce<sup>2</sup>, Robert Crawford<sup>3</sup>, Donaldson Conserve<sup>4</sup>, Jessica Perkins<sup>1</sup>, Sharon Hurt<sup>3</sup>, and Aima A. Ahonkhai<sup>1,2,5</sup>



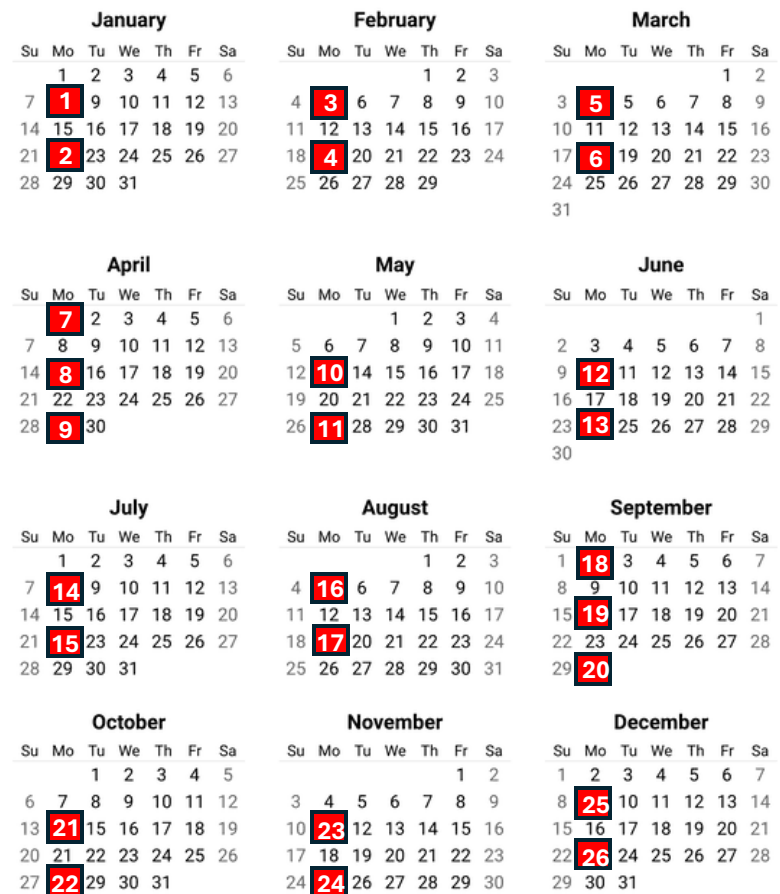
**Nate King & Steve Nelson  
Barber Investigators  
presenting at National HIV  
Meetings**

# Why Barbers? Meeting Men Where They Are

## MD visits in a year

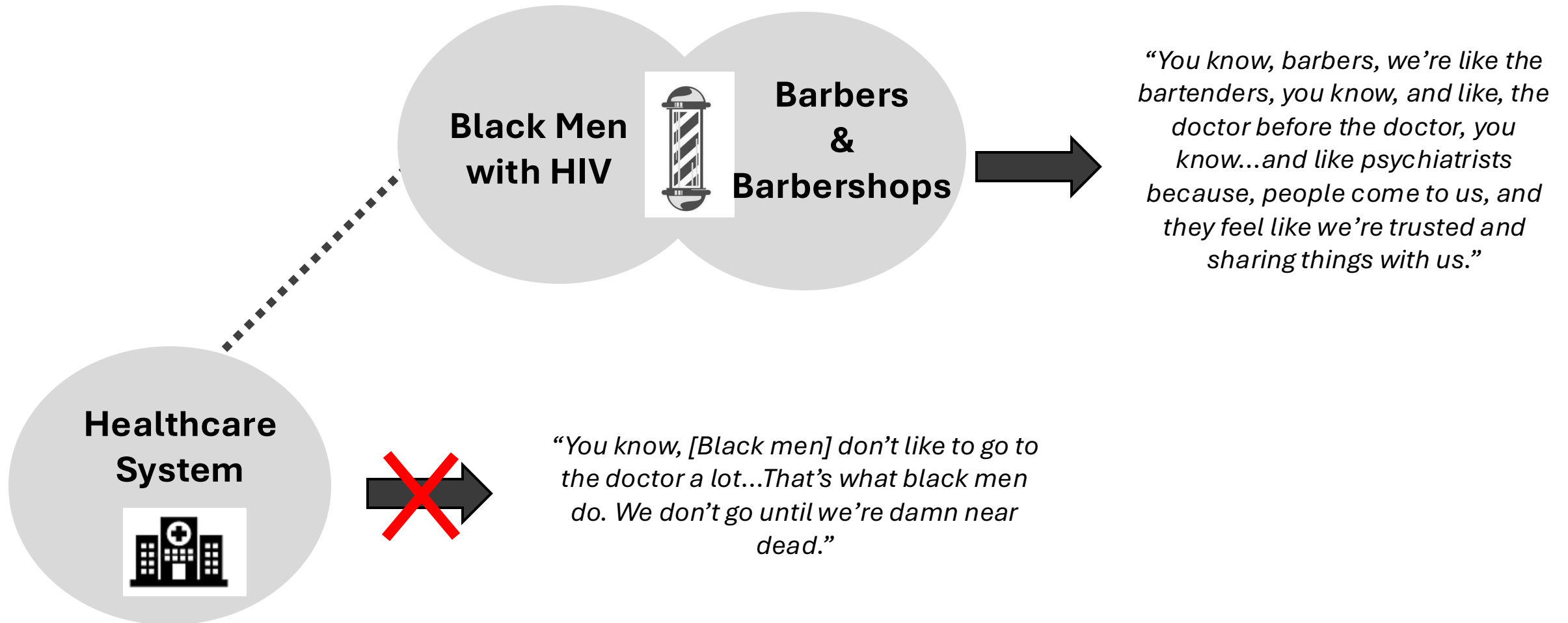


## Barbershop visits in a year





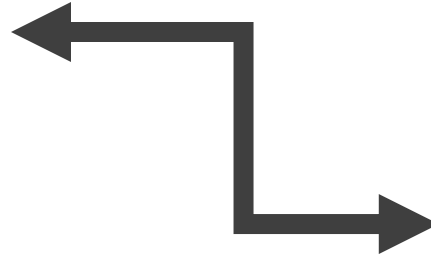
# Out of the Ivory Tower to Trusted Spaces



Nwakoby et al., *Am J Men's Health* 2023, Victor RG et al., *Circulation* 2019, Palmer K.N.B. et al., *BMC Public Health* 2021, Basset IV et al., *JAIDS*. 2018

# Listening & Learning to Innovate

Linkage to Care



Stigma Reduction

- *“I’d rather get shot than say I got AIDS.”*
- *“So, it’s one of those things that honestly, I feel as though it would need to be recategorized, like repainted ... to come up with a different name for something instead of AIDS... The name it’s something where **we built it to be in our head** is what I’m saying. So, this is we built it up, we built it to issue [where] we scare ourselves... **You have to rename it.** I don’t know. **I don’t want to hear AIDS.**”*





# CUTTING OUT STIGMA

A BARBERSHOP-BASED STRATEGY TO REDUCE STIGMA TOWARDS BLACK MEN LIVING WITH HIV IN TN

## Study Objectives

- Develop **multimedia stigma reduction campaign** (print, video, and social media).
- **Recruit and train a cohort of Black barbers in TN** to become barbershop-based men's health ambassadors
- **Assess implementation and preliminary effectiveness** of a 6-month intervention in the highest burdened and/or EHE priority counties in TN.



**CUTTING  
OUT  
STIGMA**

# Emerging Themes from Qualitative Data

6 Focus Group Discussions and 3 In-Depth-Interviews with (n=33)  
Black barbers, Black men living with HIV, and community members

## HIV

- Relevance of HIV
- Entrenched nature of stigma



## Barbershop Conversations

- We talk about sex but.....
- Maintain masculinity
- Positive framing



## Media Preferences

- Capture attention discretely
- Spark conversation
- Multimedia



# Intensive Men's Health Ambassador Training

## TRAINING CURRICULUM

Men's Sexual Health

Understanding the HIV Care Continuum

How Stigma Causes Sickness

HIV and the Church

Preventing HIV with PrEP

Living with HIV today

Mental Health

Role and Impact of Community Health Workers

Communication Strategies

Community Resources for Health



# Baseline Implementation Outcomes: Barber Perspective

**Recruited and trained 67 Barbers**  
**38 Nashville, 29 Memphis**

Measure	Scale	Score (Memphis)	Score (Nashville)	Score All
Enthusiasm	0-100	94.69	90.08	<b>92.05</b>
Readiness	1-5	4.56	4.67	<b>4.63</b>
Acceptability	1-5	4.89	4.92	<b>4.90</b>
Appropriateness	1-5	4.73	4.72	<b>4.60</b>
Feasibility	1-5	4.79	4.61	<b>4.69</b>

# Baseline Implementation Outcomes: Barber Perspective

## HIV Knowledge Scores

Measure	Scale	Score (Memphis)	Score (Nashville)	Score (All)
Pre training	0-21.0	14.3	15.1	<b>14.8</b>
Post training		15.7	17.7	<b>16.8</b>



# Baseline Implementation Outcomes: Barber Perspective

- ***“I feel very prepared because it’s already came naturally to me.... I talk to them about their health, their hair health and everything. So just involving sexual health, this is, it’s your whole body, you know... I want my clients to be able to continue to come back. So it will be easy to integrate it into my regular conversations like I have already.”***
- ***“I feel good about that..... just by me saying something could make the smallest change in the statistics over the years. So I mean, I’m excited to share... It helps me feel good, like I’m, you know, fulfilling my purpose.”***



Barbershop Posters



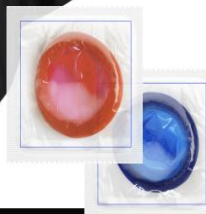
Bomber Jacket



MOJO MKTG + PR



Barber Cape



Color Condoms



Grooming Kit



# Multimedia Campaign

## Social Media Post

### HEALTHY RELATIONSHIPS

09/20/2024 (FRIDAY) | 5PM - 6PM



#### CAPTION

Choppin' it up in the barbershop is good for both the mind and soul. It's important that we foster healthy relationships with black men, and look out for each other's wellbeing. Lets keep these convos going, and continue to "Cut the Stigma."

#### HASHTAGS

- #CuttingOutStigma
- #HIVAwareness #HIVPrevention
- #Nashville
- #NashvilleBarbers
- #NashvilleBarbershop
- #EndHIVStigma
- #BlackMenMatter
- #CommunityHealth

## Barbershop & Barbers



NEARLY 7 IN 10 BLACK MEN IN TN KNOW THEIR HIV STATUS.

@cuttingoutstigma



## Billboards



DOWNLOAD THIS GRAPHIC HERE



@cuttingoutstigma

# Moving the Needle on Stigma

	Individual stigma	Community stigma	Total stigma
Barbers & patrons combined (155)	1.5	2.28	1.79
Barbers (67)	1.56	2.58	1.94
Patrons (88)	1.46	2.06	1.68
p-value	0.1	0.0001*	0.0008*
Patrons, Nashville (80)	1.46	2.03	1.67
Patrons, Memphis (8)	1.48	2.4	1.82
p-value	0.7	0.005*	0.03*

Scale: 1-4 (1 = low stigma, 4 = high stigma)

# Where We Are Now



# CONCLUSIONS

- We have the tools we need to end the HIV epidemic in the US
- Still 1 in 3 Black MSM will get HIV in their lifetime!
- Community engaged & empowered research (through academic-community-public health partnerships) is vital to address health inequities in minoritized communities.
- Effectiveness and sustainment will involve appropriate training and financial support

**Say It  
With Your  
Chest**

@cuttingoutstigma

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Donaldson Conserve

## University of Louisville

Jelani Kerr

Scan here for  
Cutting Out Stigma  
Video



Scan me!



Founding Member, Mass General Brigham



Medical Practice Evaluation Center



National Institutes  
of Health

# Moving the Needle on Stigma

<b>Patrons</b>	Individual stigma	Community stigma	Total stigma
Patrons, Nashville (80)	1.46	2.03	1.67
Patrons, Memphis (8)	1.48	2.4	1.82
p-value	0.7	0.005*	0.03*
Patrons, High school or less (23)	1.54	1.86	1.66
Patrons, more than high school (63)	1.43	2.14	1.69
p-value	0.1	0.03*	0.6
Patrons, Age: 36 and under (45)	1.47	2.12	1.71
Patrons, Age: 36+ (43)	1.45	2	1.65
p-value	0.7	0.02*	0.1
Patrons, No religion affiliation (36)	1.43	1.99	1.63
Patrons, With religion affiliation (46)	1.49	2.1	1.71
p-value	0.1	0.08	0.02*

<b>Barbers</b>	Individual stigma	Community stigma	Total stigma
Barbers, Nashville (38)	1.57	2.51	1.92
Barbers, Memphis (29)	1.56	2.67	1.97
p-value	0.6	0.006*	0.09
Barbers, High school or less (22)	1.57	2.55	1.93
Barbers, more than high school (45)	1.56	2.6	1.94
p-value	0.4	0.5	0.8
Barbers, Age: 40 and under (34)	1.5	2.61	1.91
Barbers, Age: 40+ (33)	1.63	2.54	1.97
p-value	0.0003*	0.3	0.1