

Prevention Research Brief

From the Prevention Research Center at Tulane University



PREVENTION RESEARCH CENTER
at TULANE UNIVERSITY

Shop Talk: Engaging barbers for a New Orleans health promotion project

Background and Purpose of Shop Talk: Over the past decade, the Tulane Prevention Research Center (PRC) has worked with the Orleans Parish community to improve its health and vitality. The Shop Talk program is a pilot health promotion campaign featuring lay-health advisor training and health education materials to increase awareness of important health behaviors, improve attitudes about these behaviors and positively change behaviors. The health education materials included a Feel Good Guide, recipe cards, body mass index wheel, and guide to free and reduced-cost clinics and area farmers markets.

Goal: To train barbers to serve as lay-health advisors to their customers to educate them on important health issues and to serve as peer-health advocates.

Current Partners:

Above Only Barber & Beauty Salon
All Natural Hair Shop
Beauty on de Bayou Natural Hair Salon
Clear-Vue Barbershop
Danny's Divine Designs
Golden Touch Hair Care Center
Mel's Barbershop
Park Place Barber & Spa
Singleton's House of Style
Stop Jockin Barber and Beauty Salon



Preliminary Results:

These results are from surveys taken at intervention shops after the Shop Talk program concluded.

Attitudes:

- The majority of people surveyed found the Feel Good Guide information helpful or very helpful.
- Clients of the barbershops who received the program showed small improvements in attitudes on the importance of eating healthy foods and avoiding junk foods after the program concluded.
- Clients of the barbershops who received the program thought it was important to quit smoking and drink less.

Behaviors:

- Over 90% of people got less than five servings of fruits and vegetables a day.
- About one in four people said they ate fast food three or more times a week.
- About half of the people surveyed did moderate activity two or more times a week.

Moving Forward:

The surveys showed that for the most part, people are not performing healthy behaviors even though they feel they are important and may want to change their behaviors. As a community, we can work together to make it easier for New Orleanians to live healthy lives.

- We can ask local stores to carry fruits and vegetables and stop selling junk food.
- We can start a walking club.
- We can encourage school leaders to open up playgrounds after school.
- We can participate in neighborhood watch, and take a stand against crime in our neighborhoods.
- We can report broken street lights and unsafe conditions in our neighborhoods.
- We can ask City Hall to fix the sidewalks and bike lanes in our neighborhoods.
- We can organize a neighborhood cleanup.