



**BARBERSHOP HEALTH
OUTREACH PROJECT**
Take it beyond the chair!

13 BARBERSHOPS

Reach: 818 community members

DEMOGRAPHICS

55% identified as Black/African American (AA)

39% identified as Hispanic

7% identified as other races/ethnicities

73% identified as male

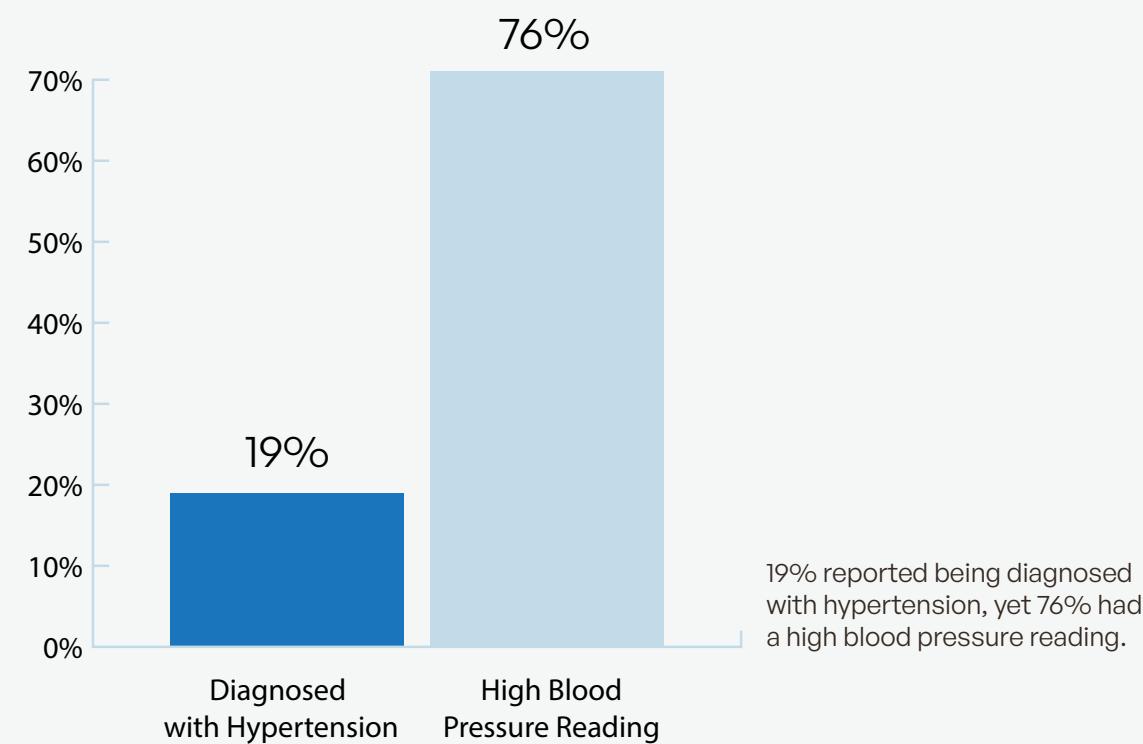
38 (average age)

HYPERTENSION RISK FACTORS

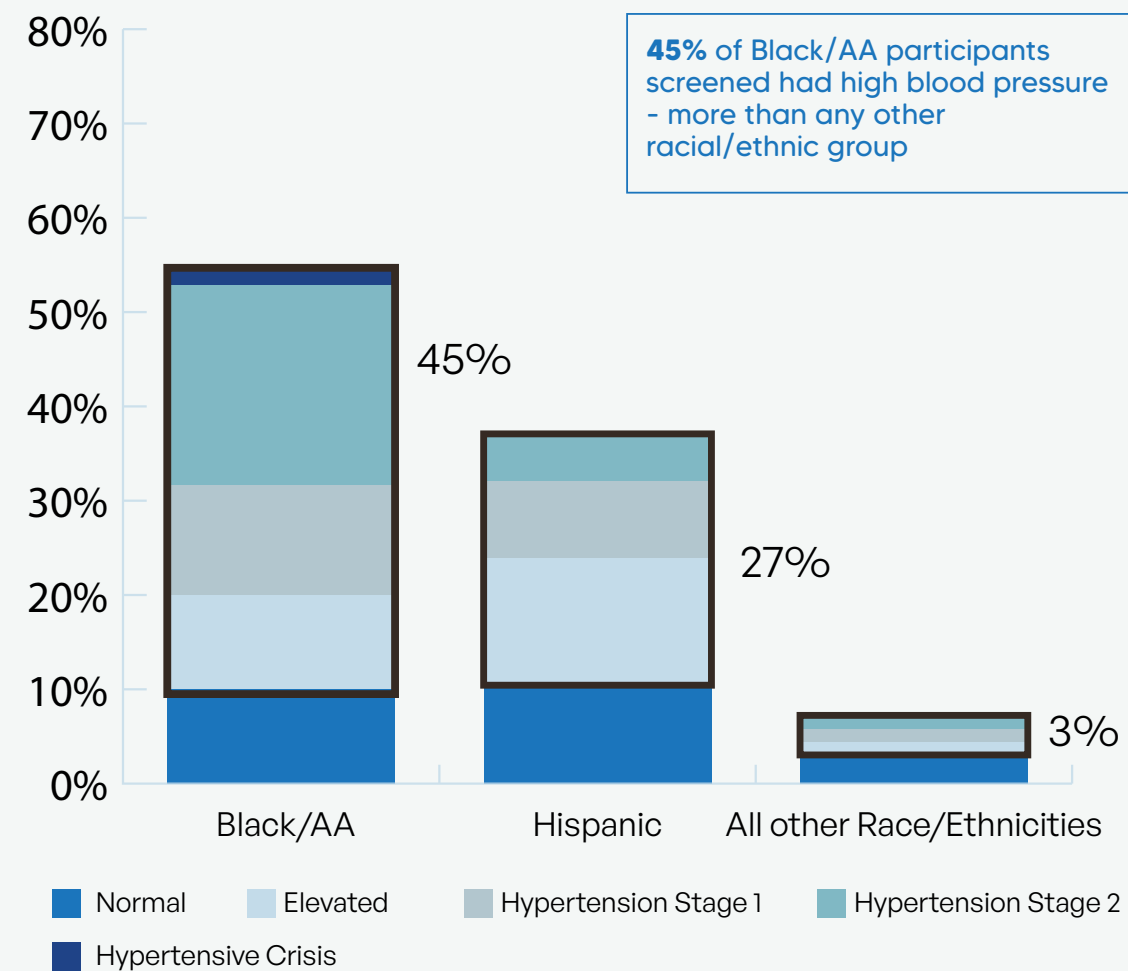
19% were identified as high-risk for diabetes based on the pre-diabetes risk test

21% reported using tobacco

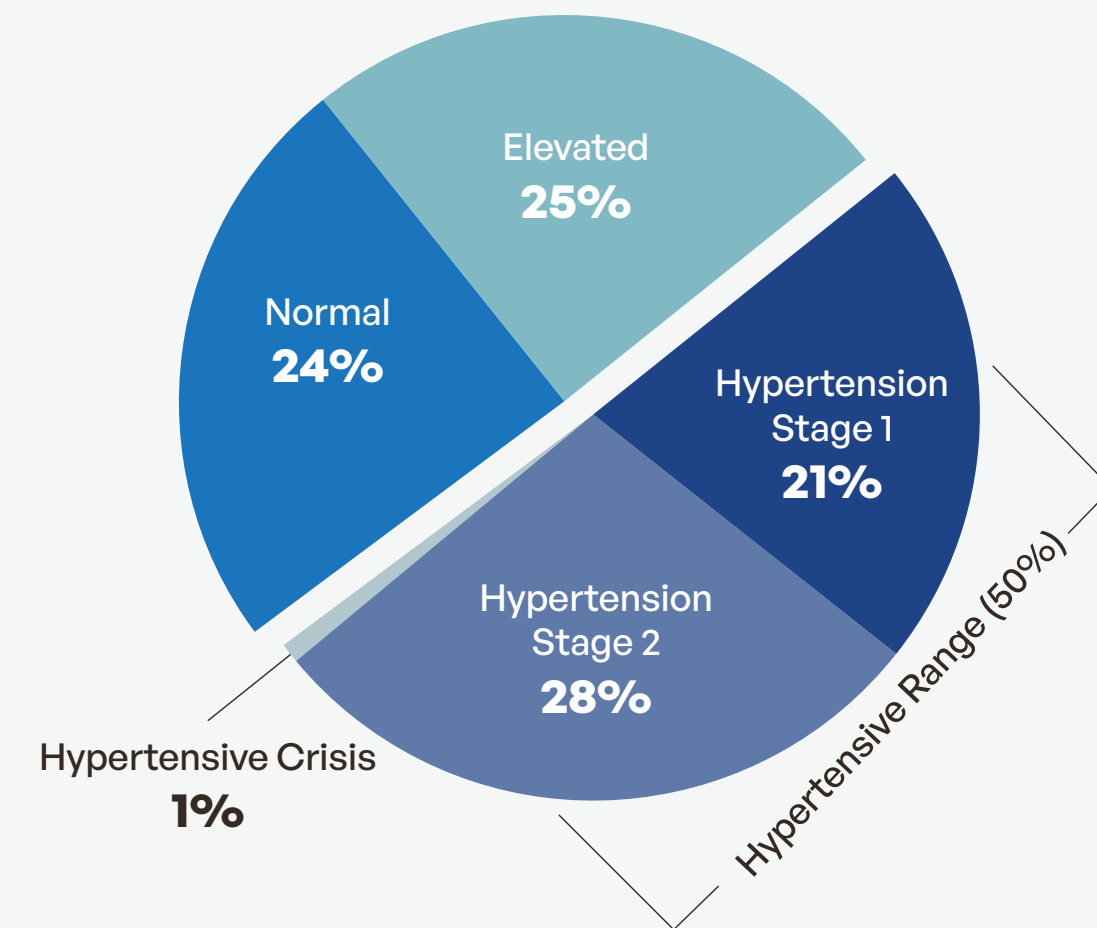
DIAGNOSED HYPERTENSION VS. HIGH BLOOD PRESSURE READING



BLOOD PRESSURE DISPARITIES BY RACE/ETHNICITY



BLOOD PRESSURE RANGES



Categories based on the 2017 American Heart Association Guidelines



**BEAUTY SHOP HEALTH
OUTREACH PROJECT**
Healthy beyond your hair!

5 BEAUTY SHOPS

Reach: 135 community members

DEMOGRAPHICS

70% identified as Black/African American (AA)

22% identified as Hispanic

7% identified as other races/ethnicities

81% identified as female

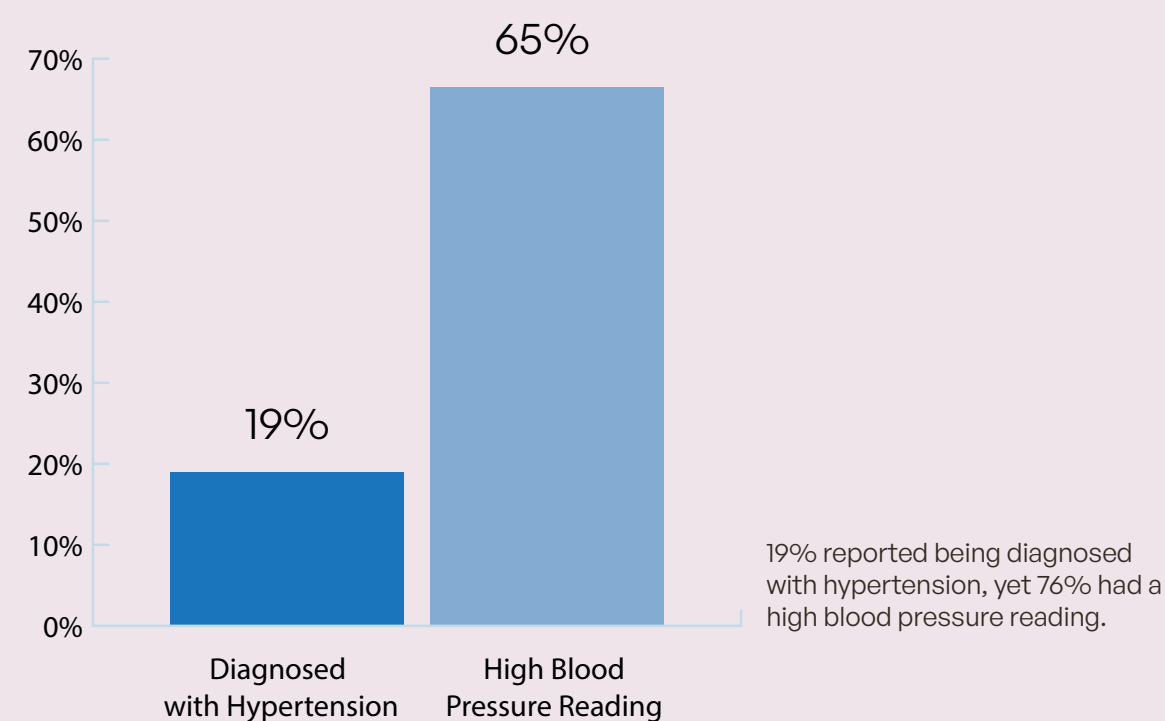
45 (average age)

HYPERTENSION RISK FACTORS

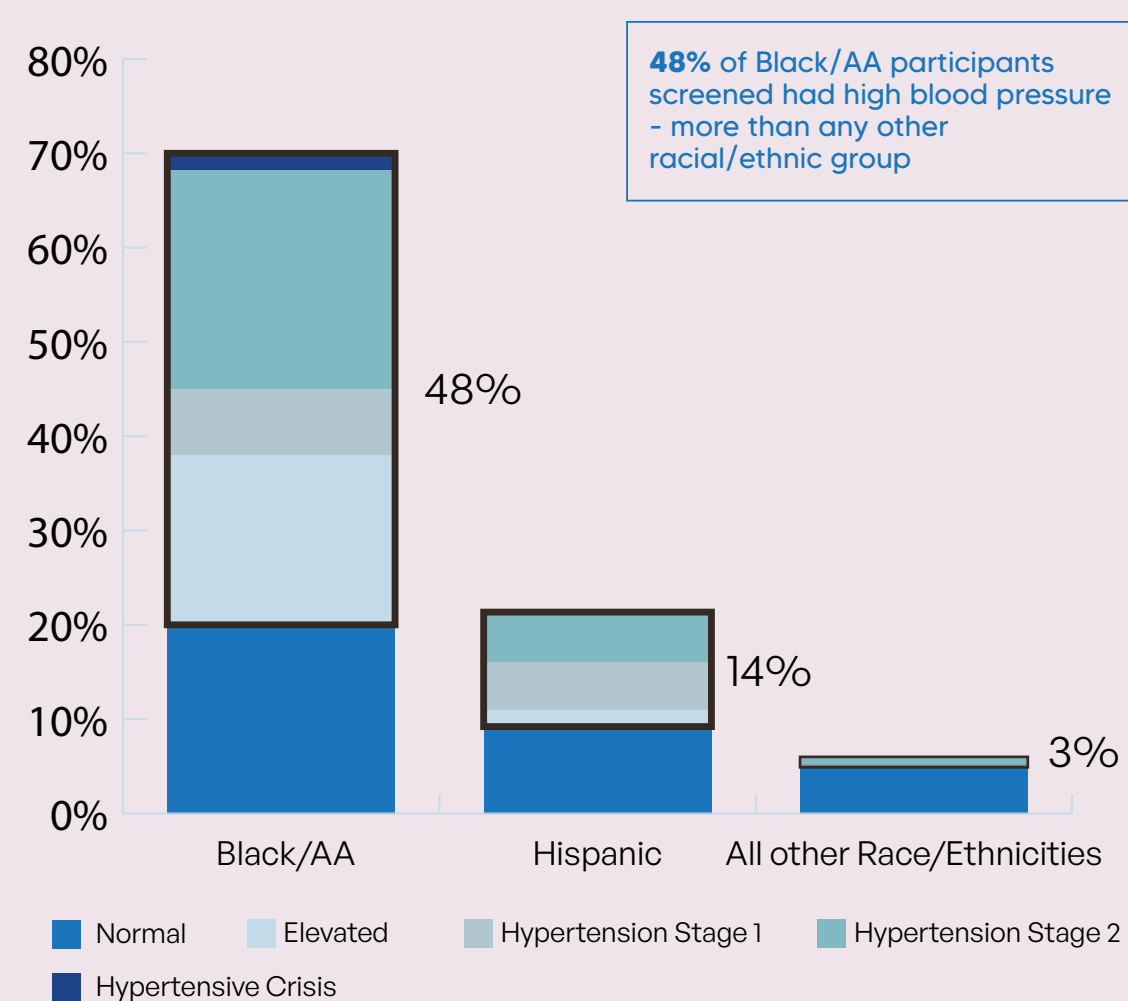
12% were identified as high-risk for diabetes based on the pre-diabetes risk test

21% reported using tobacco

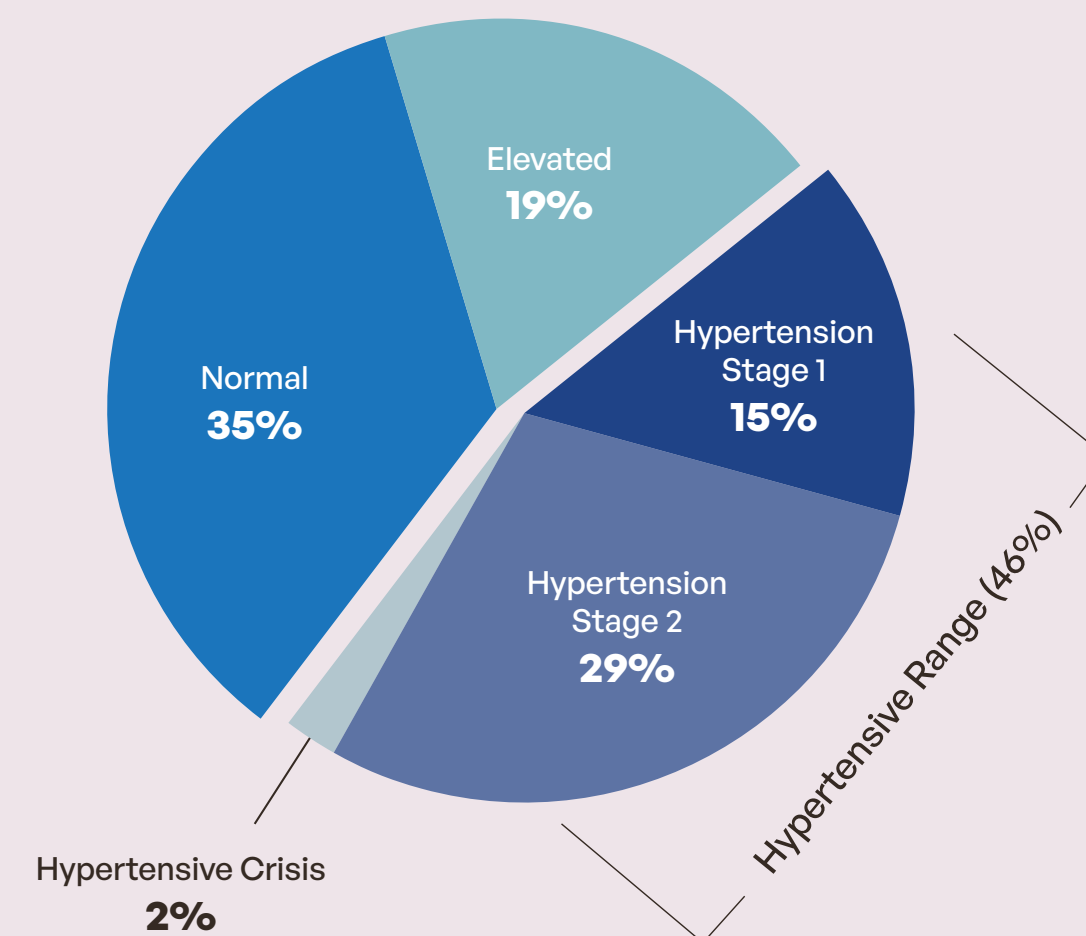
DIAGNOSED HYPERTENSION VS. HIGH BLOOD PRESSURE READING



BLOOD PRESSURE DISPARITIES BY RACE/ETHNICITY



BLOOD PRESSURE RANGES



Categories based on the 2017 American Heart Association Guidelines

COMBINED IMPACT

- 18 Shops
- 953 people reached
- Health education in trusted spaces

PROGRAM OVERVIEW

This initiative empowers Black/AA men and women to adopt healthier lifestyle choices and reduce their risk of cardiovascular disease and stroke.

In 2023, non-Hispanic Black/AA adults in Clark County reported the highest rate of hypertension (41.1%).

Source: Behavioral Risk Factor Surveillance (BRFSS), 2023.

INTERVENTION

EDUCATIONAL RESOURCES

- **75%** received educational materials about managing blood pressure and maintaining heart health

- **9%** received educational materials about managing pre-diabetes

LINKAGES TO CARE

- **11%** received information on low-cost clinics
- **5%** received referrals to primary care provider
- **4%** received Tobacco Quitline information or referral