



# The Beauty Shop Study

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## Background

- 1 in every 158 black women in Texas is living with HIV. This is 6.9x the rate of Hispanic women and 13.6x the rate of White women (Texas Health and Human Services, 2023).
- Dallas and Tarrant Counties are national "hot spots" for HIV (AIDSvu.org).
- While PrEP, an HIV prevention medication, is widely available, uptake is low among black women (Hill et al., 2018).
- Previous research has examined the effectiveness of mobile clinics at decreasing barriers to healthcare (reviewed in Yu et al., 2017).
- Additionally, previous researchers have tested the utility of barber salons and beauty shops as community health hubs, or places to have conversations about public health (e.g., Cole et al., 2017).

## Aims

- Test the combination of healthcare delivery and a beauty shop recruitment model
- Spread PrEP awareness among Black women in Tarrant and Dallas Counties.

## Phase 1: Building Community

### Community Needs Assessments

**Goal:** understand baseline community need for sexual health information, and establish community readiness for the CHA + healthcare delivery model

2 parts: survey + focus groups

### Community Health Advocate (CHA)

**Goal:** recruit and train 14 beauty professionals to discuss sexual wellness with their clients. Ultimately, CHAs will refer interested clients to the study team

**Training objectives:** teach about HIV and PrEP, practice having sensitive conversations with clients

Networking and referral events are used to connect CHAs to brainstorm, troubleshoot, and build community



### Community Advisory Board

**Goal:** gather key stakeholders to inform the intervention

CAB members are healthcare professionals, HIV specialists, researchers, community members, and more!



## Phase 2: Healthcare Delivery

### Tarrant County: Mobile Health Services

**Goal:** provide women's health services and screenings on the mobile health unit, and refer out to community organizations for long-term care

**Services provided:** well woman exams, PrEP education and prescriptions, pap smears



### Dallas County: Referral Coordination

**Goal:** connect participants to healthcare and social services

**Services provided:** finding nearby and cost-effective services, appointment making, follow-up calls

In Dallas County, Referral Coordinators assist the MHU clinician in making referrals.

## Lessons Learned

- Combining healthcare delivery and a beauty shop recruitment model worked well, particularly when (a) CHA trainings were held in person and (b) the study team was present during recruitment events at salons.
- Engaging community health advocates in direct healthcare improved buy-in and reassured clients, ultimately improving PrEP awareness among Black women.

## Implications and Future Directions

- Incorporate new recruitment strategies.
- Gain feedback from participants about services they would benefit most from.

## References

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