Conducting Outreach and Education in Beauty Salons

Black and African American women are more likely to have a regular visit to the beauty salon than they do with a health care provider\(^1\). Black and African American-run beauty salons offer a unique venue for your outreach and engagement efforts. Historically, these businesses have been places where community members gather and have social discussions about important issues in their lives. Salons can be a venue with a relaxed atmosphere to gather information and foster social support. Beauty salons can include hair, wig, nail and make-up services. Partnering with these businesses has been shown to be part of an effective strategy to reach Black and African American women around health topics\(^1\).

### Strengths of Creating Partnerships with Salons\(^2\)

- Clients trust their stylists.
- Stylists care about their clients and are generally enthusiastic about helping them protect and improve their health.
- Salons are found in various types of communities, including urban, suburban and rural locations.
- Salons are places where people feel safe, relaxed, open and willing to receive various types of information.

### Evidence-Based Strategies for Implementing Outreach Programming to Salons

- Display professionally-produced posters and informational materials that include photographs and illustrations of Black and African American women\(^3\).
- Train stylists to initiate one-to-one conversations about breast health, including emphasis on importance of clinical breast exams and mammography\(^4\).

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**NOTE**

Hair plays a role in the cultural identity of Black and African American women. Women diagnosed with breast cancer may worry about losing their hair or having difficulty styling hair. Research has shown that Black and African American women are uncomfortable discussing hair loss with their health care provider\(^5\). These women may turn to a trusted stylist for ideas or support.

**Tips and Ideas**

• Do not schedule events that conflict with the busiest times at the salon.

• Partner with a Certified Application Counselor to set up an event at the salon to assist clients in enrolling in health insurance through the Affordable Care Act (ACA) Marketplace.

• Partner with a program that provides health outreach to men in barbershops to build your network and offer educational services to women and men about breast health.

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