

**Title of Intervention:** Hypertension Treatment in Barbershops

**Intervention Strategies:** Individual Education, Supportive Relationships, Environments and Policies

**Purpose of the Intervention:** To lower blood pressure

**Population:** African American barbershop patrons

**Setting:** African American-owned barbershops in a low- to middle-income community in Dallas County, Texas; community-based

**Partners:** Barbershops, health care providers

**Intervention Description:**

- Individual Education: All men visiting the barbershop received a free blood pressure screening. Participants with high blood pressure were provided individualized blood pressure report cards during visits. Participants were encouraged to have their health care provider sign the individualized report card and return it to the barbershop for an incentive.
- Supportive Relationships: Barbers shared role model stories depicting successful risk blood pressure reduction strategies adopted by other members of the target community or real customers.
- Environment and Policy: The barbershops increased access by offering blood pressure screenings in a black community and a nurse facilitated referrals to community physicians.

**Theory:** Social Cognitive Theory

**Resources Required:**

- Staff/Volunteers: Barbers, nurses
- Training: Barbers were trained to use blood pressure screening equipment
- Technology: Blood pressure measurement tool
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Targeted brochure "High Blood Pressure in African Americans," report cards, referral cards, incentives, model stories
- Evaluation: Accurate electronic blood pressure monitor

**Evaluation:**

- Design: Non-randomized feasibility study, cohort
- Methods and Measures:
  - Serial cross-sectional face-to-face structured interviews measured group differences in blood pressure change over time, changes in hypertension treatment rate over time and hypertension control rate over time
  - Treatment status was validated by inspection of prescription bottles

**Outcomes:**

- Short term Impact: The intervention group had a significant decrease in blood pressure over the course of the study. Hypertension treatment increased significantly. Hypertension control increased significantly.
- Long Term Impact: Not measured

**Maintenance:** Both participants and barbers received incentives for participating in the intervention.

**Lessons Learned:** An enhanced intervention program of continuous on-site blood pressure monitoring and peer-based health messaging was more effective than intermittent blood pressure screening and standard educational brochures for increasing treatment rates and lowering blood pressure. With nurse supervision,

much of the responsibility for administering the intervention could be shifted to barbers, who demonstrate a high degree of sustained intervention fidelity.

**Citation(s):**

Hess, P. L., J. S. Reingold, et al. (2007). "Barbershops as hypertension detection, referral, and follow-up centers for black men." *Hypertension* 49(5): 1040-6.