

# Don't Miss Your Next **Appointment:** The Black **Beauty Shop** Initiative



The American Diabetes Association is partnering with the Black BeautyShop Health Foundation to collaborate on the Beauty N Black Wellness Tour. Taking place in beauty shops across the country, this national event aims to inform, educate, and enlighten women about the positive impact of healthy choices. By partnering with the Black BeautyShop Health Foundation, we will reach women with the African American Initiative's LIVE EMPOWERED messages and encourage African American women across the country to Join the Millions® to Stop Diabetes®.

The Black BeautyShop Health Foundation was established to address the critical lack of services to underserved African American women through Black owned beauty parlors across America. The goal of the program is to build alliances with trusted community partners to align health, education, and awareness with beauty regimens to address the needs of the African American women in a safe and easily accessible location where personal care is the focus.

**EVALUATE:** An analysis of this special market reveals a great opportunity:

- Beauty shops have a long history of being a significant gathering place for African American women.
- The stylist and other clients are trusted confidants whose opinions are sought—and respected.
- Salons are a social support center offering a safe place to seek guidance on personal issues such as health decisions.
- In 2012, the Black BeautyShop Health Foundation's outreach programs for women of color reached 750 to 1,000 consumers per city.

**ENGAGE:** To leverage this valued community gathering place, the American Diabetes Association and Black BeautyShop Health Foundation ([www.blackbeautyshop.org](http://www.blackbeautyshop.org)) partnered with the goal of getting the word out to African American women about steps to take to Stop Diabetes and its complications.

**COMMUNICATE:** Through this initiative, American Diabetes Association staff and volunteers communicate with African American women about how to take charge of their health.



The Black BeautyShop Health Foundation is a 501(c)3 organization established to empower African American women with knowledge to choose healthier lifestyles.

At the heart of the Foundation is an appreciation for Black women's interest in beauty and for the unique role beauty shops play in Black culture.



## WHO?

### **African American women**

**EVALUATE:** Diabetes can be especially hard on women—it can affect both mothers and their unborn children. One in four African-American women older than 55 has diabetes. Heart disease is the number one cause of death for African American women with diabetes, yet the majority is unaware of their increased risk for heart attack and stroke. Also common among African-Americans are high rates of serious complications such as amputation (such as having a toe or foot removed) and kidney failure.

**ENGAGE:** Women of all age groups go to the beauty shop. Many spend two to three hours at a salon during a single visit. Beauty parlors are an important part of the culture and there are often very strong community bonds in African American hair salons. And, African American women are usually the key decision makers when it comes to the matters of family health and wellness. They are the ones who usually coordinate health care appointments and become the primary caregiver for family members with chronic health conditions such as diabetes. However, with their focus to take care of others, sometimes women neglect themselves to take care of others. By encouraging women to take better care of themselves inside and out, this program helps women get healthier and take action to improve the health of their families and communities.

**COMMUNICATE:** As a team, let’s all curl our muscles and make this exciting new opportunity an incredible success. Using *Choose to Live: Sisters Strong Together*® as a cornerstone, our goal is to reach an “untapped audience” that needs diabetes information and to engage them in discussions about their body and what they can do to stay healthy on the inside.

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### **LIVE EMPOWERED SALON SERVICES**

<b>S</b>	<b>START NOW!</b>	
	<b>Body Wave</b>	There are 1,440 minutes in every day. Set aside 30 of them to wave your arms and hips—exercise!
	<b>Side &amp; Nape Taper</b>	Exercise helps taper the waistline; but, before you start exercising, loosen up and increase flexibility with stretches.
<b>I</b>	<b>IDENTIFY WAYS TO EXERCISE</b>	
	<b>Press &amp; Curl</b>	Press on toward your exercise and health goals—curl those motivation muscles and reach your A1C target.
	<b>Cornrows</b>	Part those roadblocks and create paths to success by making a “healthy me time” appointment with yourself.
<b>S</b>	<b>STAY FOCUSED</b>	
	<b>Permanent</b>	Changing habits can be hard to do. Learn a step-by-step approach to help you take action and reach goals permanently.
	<b>Full Weave</b>	Go for the full weave—how many calories you burn depends on the intensity of the activity you do.
<b>T</b>	<b>TAKE THE PLEDGE</b>	
	<b>Exercise-friendly Updos</b>	Get a hairdo that lets you move—being active can help prevent serious diabetes complications and type 2 diabetes.
	<b>Extensions</b>	Extend your food choices—eating well-balanced meals is an essential part of taking better care of yourself.
<b>E</b>	<b>EDUCATE OURSELVES</b>	
	<b>Wash &amp; Set</b>	Wash away those old habits by setting new goals.
	<b>Trim</b>	Choose lean cuts of meat, trim any visible fat, and remove any skin.
<b>R</b>	<b>RALLY YOUR SUPPORT GROUP</b>	
	<b>Relaxer</b>	Life can be stressful—learn better ways to handle those curls and waves that live tosses your way.
	<b>Spiral Rod</b>	My FoodAdvisor™ offers healthy meals using spirals, corkscrews, rotini, and more fun pastas.
<b>S</b>	<b>STOP DIABETES®</b>	
	<b>Deep Conditioning</b>	The first step is the hardest. Figure out ways to get yourself deeply into the exercise habit.
	<b>Highlights &amp; Lowlights</b>	Women experience depression twice as often as men. Small steps can help change those lowlights to highlights.



## WHAT?

### *Choose to Live: Sisters Strong Together*<sup>®</sup>

**EVALUATE:** *Choose to Live: Sisters Strong Together*<sup>®</sup> is an offshoot of the Association's Live Empowered program for African American women with type 2 diabetes and those who are at risk. It focuses specifically on women, because they so rarely focus on their own health.

By taking the workshop, women:

- Increase their understanding about the epidemic-level threat of diabetes in their communities.
- Learn about the link between diabetes and its complications.
- Identify their personal risk factors for diabetes.
- Motivate those who are at-risk to see their doctor.

The *Choose to Live* program works for women because it is designed to reach women in all aspects of their lives: as workers, wives, mothers, caregivers, and heads of households.

**ENGAGE:** *Choose to Live* opens up opportunities for women to discuss both their physical and emotional health. Women are encouraged to invite their girlfriends, mothers, sisters, colleagues, and others to attend the workshop. The idea of inviting people to a workshop is to get women more fully vested in their health. This engagement approach includes:

- Moving—from stretching together to dancing.
- Discussing small steps toward healthier eating, and sharing journal entries about health, wellness, and balance.
- Keeping track of their health using the “Stay Focused” food and exercise journal.
- Identifying roadblocks to meeting health goals and how to navigate around them.



**COMMUNICATE:** This program sparks a dialogue among African-American women about taking charge of their health. We talk about the tendency of African-American women to forgo taking care of themselves because of a strong focus on their family and others whom they care for. The program tackles that tendency head on by offering easy, small steps women can take to care for their own health. In turn, it teaches women how this approach can better help them to care for their families, friends, co-workers, and community members.

Workshop objectives include:

- Increasing awareness of the cardiovascular risks associated with diabetes.
- Encouraging women with or at risk for diabetes to talk to their doctors about heart disease risk factors.
- Encouraging women to take action to prevent heart disease and stroke.



## HOW?

### *Live Empowered Ambassadors and Community Collaborations*

By leveraging the American Diabetes Association’s Live Empowered: Learning to Thrive With and Prevent Diabetes® program and community collaborations, we will offer the *Choose to Live* workshops, as well as health fairs, health screenings, healthy-cooking demonstrations, diabetes health information tables, and other events for women and girls visiting their neighborhood beauty shops and the salon staff and stylists.

The Live EMPOWERED campaign relies heavily on staff mentoring volunteer “ambassadors” to take the lead in ensuring effective and successful outreach efforts. Ambassadors are the community contact people who represent the Association. Their role is essential.

Ambassadors:

- Serve as public spokespeople, as well as the managers of community programs.
- Commit to being the “go-to” person for the Live EMPOWERED programming in their area and are vital in the success of these important outreach efforts.
- Agree that the Association can distribute their name and contact number to stakeholders in their area as the point of contact for these programs.
- Need to be organizers, who are committed to being knowledgeable about Association resources and keeping these resources at their fingertips.
- Are enthusiastic about this unique collaboration and eager to engage with neighborhood shops.



**EVALUATE:** To launch this initiative, we’ve got to get Ambassadors charged and recruiting salons across the country with the goal of expanding the Association’s reach. We want to engage a new pool of women—both salon staff and clients—to Stop Diabetes. Health and Beauty Ambassadors:

- Identify potential salons in their community.
- Contact salon managers and ask to set up a time to discuss the opportunity for this community collaboration. Ask about the best day and time to visit.
- Work with the salon and other community collaborators on planning and executing the American Diabetes Association Black Beauty Shop Initiative. Develop a plan that keeps each salon involved throughout the year.
- Remind salons and other community contacts to invite a new pool of women to participate in the special events—getting women in each community engaged in spreading the word and motivating other women to Join the Millions.



**ENGAGE:** Ambassadors take the lead in engaging salons and African American women by being the lead for this new Live Empowered outreach activity and the *Choose to Live* workshops at salons in their communities. Once Ambassadors have the interest of a neighborhood salon to collaborate, s/he must follow up quickly to arrange times for the ballot box “election” discussed below and potential dates for additional activities.


**Choose to Live Ballot Box engagement approach:** This box offers an opportunity for salon staff and clients to submit questions they have about diabetes—completely anonymously. In coordination with salon partners, Live Empowered Health and Beauty Ambassadors or one of their community volunteers can arrange to have a ballot box left at salons on a busy day or across a weekend or other specific period of time. The ballot box engages the salon community by providing an opportunity for this group of women to voice their gaps in knowledge and areas of interest. By tabulating these votes, the local Association team can deliver targeted diabetes education programs and needed health information materials.

It’s important that salon staff and clients understand the need to cast their vote anonymously to ensure confidentiality of personal health information. Make it a priority to educate the salon staff about the need to safeguard the ballot box, as well as their role in alerting clients that the box will only be in the shop for a specific time period.

At the end of the “voting” period, Ambassadors or their volunteers arrange to pick up the ballot boxes and deliver them to their local Association representative. After reviewing the questions submitted, American Diabetes Association staff—working with the local Ambassadors and volunteers—will compile a list of high-level themes, e.g., eating and diabetes, exercise and diabetes, mental health, stress management, etc. In response to this community input, the Ambassador will work with the local salons to plan and execute a *Choose to Live* workshop with a focus on these key topics and provide fact sheets and other educational materials on these community areas of interests. For information on hosting a workshop, see the *Choose to Live: Sisters Strong Together*® booklet on [www.diabetes.org](http://www.diabetes.org).

To provide input into potential future topics for health information materials and other Live Empowered initiatives, the local Association representative also provides the compiled list of topic areas to the national staff. The national team will identify countrywide themes, gaps in knowledge, and potential subjects for discussions about future materials development needs. For example, this team might create a list of new fact sheet with frequently asked questions about diabetes and women (FAQs).



  
American Diabetes Association

**SUMMARY OF CHOOSE TO LIVE BALLOT BOX ENGAGEMENT APPROACH**

1. Recruit salon.
2. Provide salon with key talking points to explain their partnership with the American Diabetes Association.
3. Drop off ballot box for agreed upon time period and ensure salon staff and/or volunteers reinforce the need to submit questions anonymously.
4. Pick up the ballot box and deliver it to the local Association representative.
5. Compile votes and identify key topics for upcoming seminars. Also provide a copy of the compiled list to the national office.
6. Host a *Choose to Live* workshop at the salon or other community location—with a focus on one or more of the key topics.
7. Follow-up.



**Salon diabetes resource center engagement approach:** In collaboration with the National Black BeautyShop Foundation, the American Diabetes Association aims to bring diabetes experts to salons to reach women where and when they are taking that few hours a week or month to take care of themselves. Our goal is to help them learn strategies to better manage their health.

Ideally, this initiative will lead to a national network of salons which serve as health resource centers, offering basic health screenings as well as hubs for learning more about diabetes, diet, exercise, mental health, and empowerment as savvy health consumers.

The goal of the Salon resource center engagement approach is to foster a network of neighborhood salons where women go to learn about their diabetes risk, take the diabetes risk test, and have ongoing access to diabetes information and educational activities. As a salon diabetes resource center, a beauty shop becomes a hub for the Association with the commitment to be an ongoing partner in the fight to Stop Diabetes by:

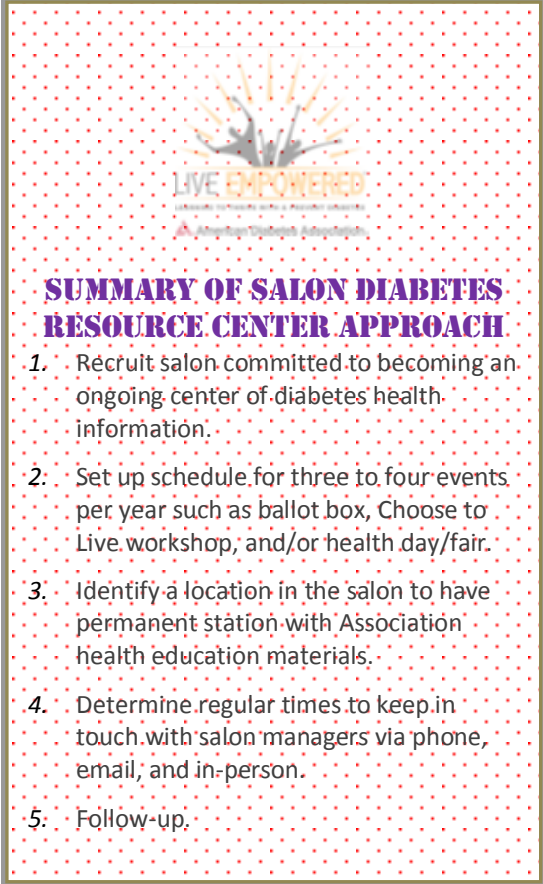
- Participating in the ballot box activity.
- Hosting an annual health fair for the salon staff and clients.
- Holding one or two *Choose to Live* workshops each year.
- Regularly disseminating diabetes health information.
- Inviting clients to participate in diabetes awareness programs hosted the salon.

**COMMUNICATE:** In all of your communications, reinforce the *Choose to Live* message to get women involved in recruiting friends and family members to join focus on physical and emotional health. As noted above, an important part of our communication about this initiative is the goal to engage new groups of women who have not before been active in the Live Empowered and Stop Diabetes campaigns.

Also, keep in mind the goal to communicate the involvement of multiple salons. If a salon has more than one location, ask about all of the shops participating in this campaign. Look into areas with pockets of salons and consider hosting a joint event where all of the salons in a neighborhood host a diabetes risk day. Or across several months, host different events at different salons.

Bring a business card and the one-page flyer with you when you meet with the salon manager. Below is a list of key talking points to guide your discussions with salon managers:

- Introduce yourself and explain your role with the American Diabetes Association.



**LIVE EMPOWERED**  
LEARN TO TAKE CONTROL OF YOUR DIABETES  
An American Diabetes Association Initiative

**SUMMARY OF SALON DIABETES RESOURCE CENTER APPROACH**

1. Recruit salon committed to becoming an ongoing center of diabetes health information.
2. Set up schedule for three to four events per year such as ballot box, Choose to Live workshop, and/or health day/fair.
3. Identify a location in the salon to have permanent station with Association health education materials.
4. Determine regular times to keep in touch with salon managers via phone, email, and in-person.
5. Follow-up.



- Discuss the partnership of the Association with the Black BeautyShop Health Foundation.
- Let them know that given the number of women affected by diabetes, it is likely that many of their staff and clients are affected by diabetes and its complications.
- Discuss your experience that salons are often more than simply a place to get pampered—most African American women find them to be an important place for socializing and support. Also note ways salons might leverage the event, e.g., offering exercise-friendly hairdos.
- Review the goals of *Choose to Live*—focus on how this program engages women by asking women to invite friends, family, and colleagues to participate.
- Discuss the ballot box approach.
- Get their agreement to participate and review timeline options.
- Leave your business card and the one-page flyer with the salon contact person.
- Follow up quickly to confirm commitment and lock-in dates of engagement.

## WHEN?

***Start planning several months out***

**EVALUATE:** When meeting with salon owners ask about potential months and days and specific hours which would be best for collecting questions for the ballot box activity, as well as an optimal timeline to sponsor a salon workshop or hold a health day. (For the ballot box, you'll want a day that is busy enough to collect a good number of questions, but not so busy that it conflicts with the salon's ability to provide their usual level of service to clients.)

Consider national health months and key holidays which may offer a platform for hosting a special event for African American women—Beauty N Black Health & Wellness Tour is held April through October; Mother's Day is celebrated in May.

**ENGAGE:** Get your team together and share with them the details of this exciting initiative. Also, throughout the process, get community volunteers engaged to help with planning and execution of these targeted activities. For example, if there is a beauty school in your area, you may want to see if the students are able to help out.

**COMMUNICATE:** Using the timeline that follows, put together an event planning schedule. Communicate key dates and expectations to everyone on your team.



## **Ambassador's Timeline**

The following provides suggested steps to help prepare for community events and key follow-up tasks.

### **Three months before the *Choose to Live* workshop/health day:**

- Read through this guide, review the *Choose to Live: Sisters Strong Together*® booklet and scan the Black BeautyShop Health Foundation website ([www.blackbeautyshop.org](http://www.blackbeautyshop.org)).
- Select a Health and Beauty Ambassador and get your team together. Discuss the initiative, review related materials, and confirm roles and expectations.
- Review the workshop/health day concept with your team and discuss potential guest speakers—keeping in mind that a specific topic may emerge as a result of ballot box votes.
- Make a list of salons to approach regarding collaborations. Contact salons, discuss the initiative, and leave the flyer for them to review.
- Confirm each salon's commitment to collaborate and lock in their level of commitment with regards to specific activities to be hosted.
- Discuss days and times for situating the ballot box in the salon to collect specific questions and check out potential locations in each salon. Evaluate the size of the room/area for holding a workshop/health day at the salon or other community setting—ideally there will be space large enough for participants to get up and move around.
- Make a list of potential dates for the workshop/health day and other potential events.

### **Two months before the event:**

- Deliver the ballot box to the salon. Ask your salon contact to announce the workshop to their staff and clients by posting a flyer. Ask the salon staff to talk up the ballot box and upcoming event.
- Ask the salon contact to have their team encourage clients to submit anonymous questions and to pre-register for the upcoming event. (Explain that you will use this information to identify topics of interests to their clients and to estimate the number of handouts needed).
- Collect the ballot box from the salon; review the questions and compile themes.
- Review the themes and lock-in a guest speaker who can address key questions and/or develop a list of American Diabetes Association materials which provide information on the frequently asked questions.

### **Six weeks before the event:**

- Check out the room/area that will be used for the workshop and discuss logistics with the salon contact. Also discuss audiovisual needs—will you use a projector or a flip chart? Think about what works best given the space. Also, is there room for tables for a health literature display? If so, will the salon provide a table or do you need to locate one from another source?
- Order bulk quantities of materials for your event.
- Collect any supplies you need for the event.

### **One month before the event:**

- Make copies of the materials that the guest speaker will need to get ready.
- Meet with the guest speaker and review the agenda. Let him/her know what to expect. Share your compiled list of ballot box themes, as appropriate.
- Check in with the salon and remind staff to promote the workshop. Ask if they need additional preregistration sheets.





### Two weeks before the event:

- Estimate of the number of participants and arrange for pick up or delivery of workshop materials.
- Get in touch with the guest speaker—review the group activity, program materials, and handouts.
- Touch base with the salon again.
- Ask salon contacts and community volunteers to send out *Choose to Live* postcard—inviting women to attend this special event.

### One week before the event:

- Check-in with the guest speaker(s).
- Fill out the flip charts, if needed. (This may be best done by the guest speaker.)
- Confirm the room reservation and arrange for tables, as needed.
- Make photocopies of workshop handouts and evaluation forms.

### After the event:

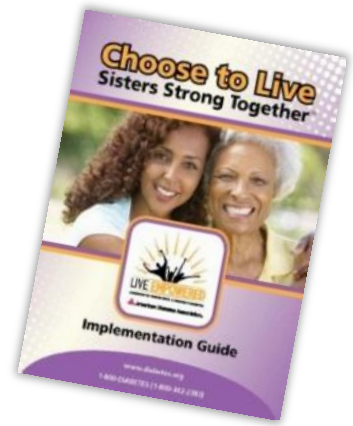
- Send thank you notes to the salon team, guest speaker, volunteers, and others who helped with the event.
- Touch base with the salon contact. Ask them how they thought it went and areas for improvement for future events.
- Follow-up with participants who expressed a desire to volunteer.
- Provide details about the event to your manager, including specifics about the scope of the event and information on the number of attendees. Complete the Live Empowered Event Checklist and submit it to your manager.



# CHOOSE TO LIVE: SISTERS STRONG TOGETHER®

*Please join us for a celebration of beauty and health!*

The American Diabetes Association, Black BeautyShop Health Foundation and your local salon team invite you to this special event.



## Pre-Registration Form

NAME	** Check the box if you prefer NOT to be contacted by phone or email.	ADDRESS
	<input type="checkbox"/> Phone <hr/> <input type="checkbox"/> Email <hr/>	
	<input type="checkbox"/> Phone <hr/> <input type="checkbox"/> Email <hr/>	
	<input type="checkbox"/> Phone <hr/> <input type="checkbox"/> Email <hr/>	
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## **BRAINSTORMING NOTES**

*Get your team together and brainstorm about small steps women may take toward health, wellness and life balance.*



**FOR MORE INFORMATION OR ASSISTANCE  
CALL 1-800-DIABETES OR LOG ON TO WWW.DIABETES.ORG**

