

Introducing



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Tyrik Jackson

Founder, Premier Barber Institute

Barbers are Trusted and Important Partners

- Barbers are trusted by the community for all sorts of information, including health care.
- Many people do not trust their health care providers and do not believe what they are told about disease, prevention, and treatment.

Occupational Exposure to HIV

Shaving



Cuts
Open wounds
Universal precautions

Folliculitis



Infection of follicle
Tools and implements
Universal precautions

Scalp Micropigmentation



Sharp needles, tools, and
implements
Breaking the skin
Contaminated needles
Universal precautions

Excessive precautions can be stigmatizing!



**Dovie Watson, MD,
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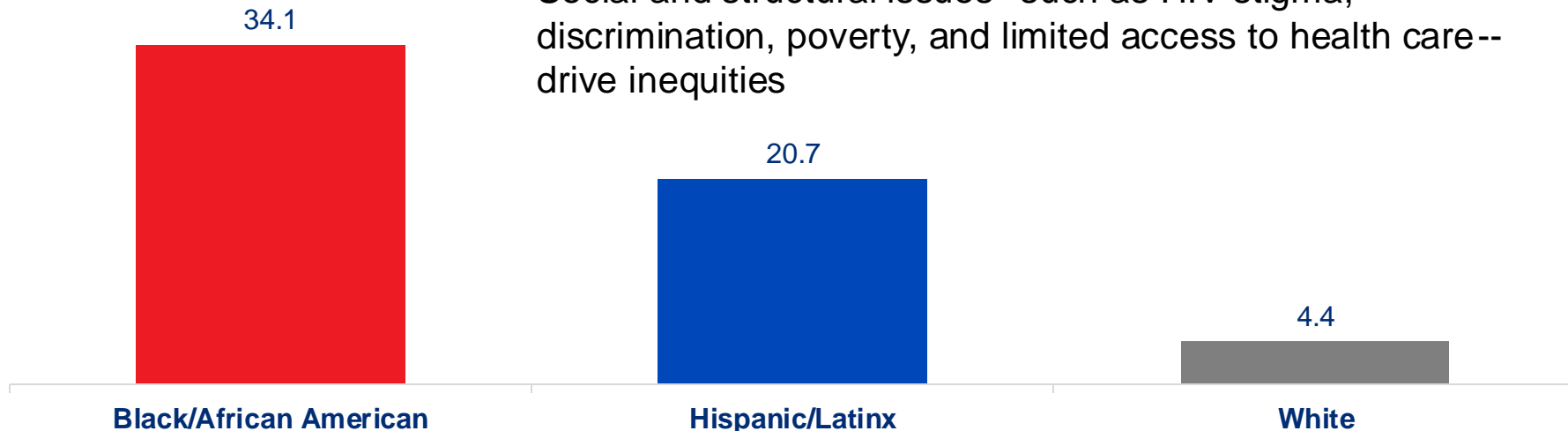


HIV in the United States (2022)

- 1.2 million people in the US are living with HIV
 - HIV affects people of **all** races, ethnicities, ages, genders, and sexual orientations
 - More than one-third (435,000) of people living with HIV in the US are Black/African American
 - About 25% are White and 22% are Hispanic
 - 13% in US overall are unaware of their diagnosis
- ~38,000 cases new cases annually

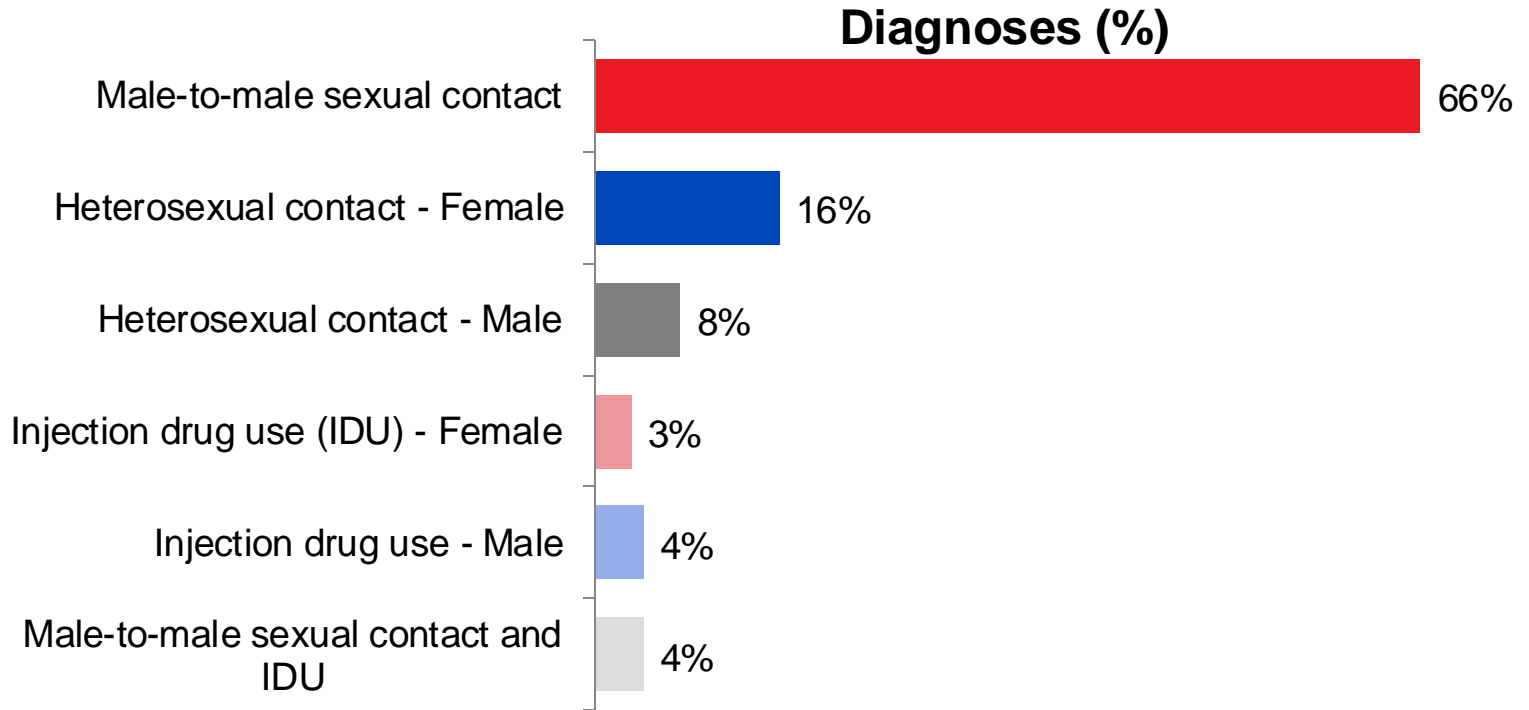
HIV Affects Some Groups of People More Than Others

Rate per 100,000





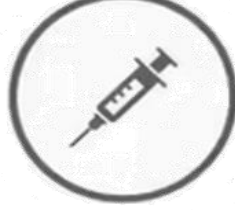
- All people are affected by HIV
- Black Americans are disproportionately affected by HIV, making up 40% of new HIV infections
- Social and structural issues--such as HIV stigma, discrimination, poverty, and limited access to health care--drive inequities

How People Get HIV in US (2022)



Occupational exposure is **very** low

Low Risk of HIV

<p>Splashes with body fluids</p>	 <p>Near zero, even if the fluids have blood in them</p>
<p>Fluid splashes to intact skin or mucous membranes</p>	 <p>Extremely low risk, even if blood is involved.</p>
<p>Percutaneous (needle-stick injury)</p>	 <p>Less than 1%.</p>

Preventing HIV

Testing for HIV is recommended for everybody; it is simple and takes minutes

- HIV can be prevented with PrEP (pre-exposure prophylaxis)
- One pill every day or injections every 2 months
- 99% effective at reducing HIV transmission via sex
- Does not prevent other STIs

Treating HIV

Testing for HIV is recommended for everybody; it is simple and takes minutes

- HIV medications are now very effective and easy to take
 - One pill every day for most people or injections every two months
- People living with HIV who take their medication consistently can live nearly as long as people without HIV
- Treatment can also prevent transmission of HIV

Current Medications for PrEP

Truvada TDF/emtricitabine

- For all sexually active people
- Used to prevent HIV from injection drug use
- Generic available



Descovy TAF/emtricitabine

- Fewer side effects
- Approved to prevent HIV from sex*
- Smaller pill size



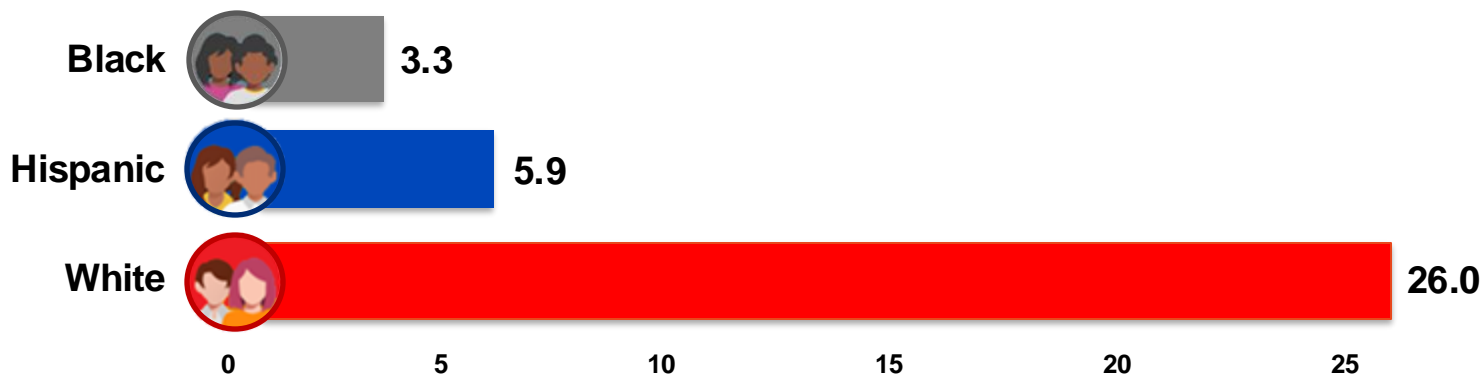
Apretude Cabotegravir long-acting

- For all sexually active people
- Injection every 2 months



Who is Using PrEP by Race

PrEP-to-Need Ratio (PnR) by Race/Ethnicity (2021)



The PrEP-to-Need Ratio (PnR) is the number of PrEP users divided by the number of new diagnoses in a given year. PnR serves as a measurement of how PrEP use compares to the need for PrEP in a population.

Barriers to Health Equity

PrEP/HIV stigma

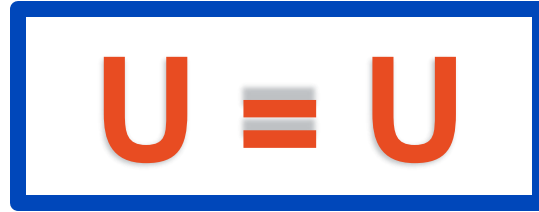
Racism

Homophobia

Poverty

- Higher rates of STIs
- Lower access to health care
- Smaller sexual networks
- Lack of knowledge of status
- Mistrust of the health care system
- Trauma (eg, childhood sexual abuse)
- Lack of health care provider knowledge

How to Stop HIV





Tyrik Jackson

Barbers...Let's Start the Change!

- Barbers are a staple in the Black community.
- The barbershop is a safe space to discuss many topics including current and cultural events, relationships, sex, and health care.
- Barbers have spread the message about diabetes and high blood pressure:
 - Barbers helped clients reduce their blood pressure by measuring blood pressure and promoting follow-up
 - Barbers helped identify people with undiagnosed diabetes



How to Talk with Your Clients



- The Club
- “Promiscuity”
- Types of services

<https://www.newblackmaninexile.net/2012/07/tongues-untied-on-barbershop.html>

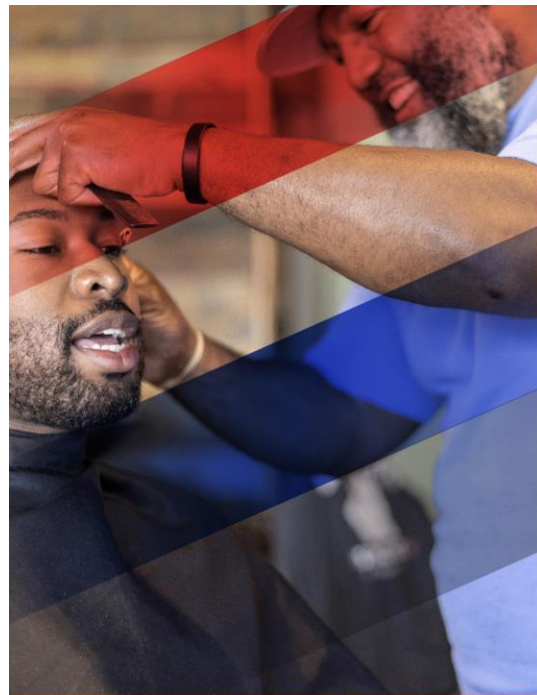
How You Can Help and What You Get Back

You'll get:

- Publicity on social media and possibly local media outlets for the screening event at your shop
- Education for you, your staff, and your customers in your barbershop
- A list of health care providers in your neighborhood who are committed to the Black community; these providers can screen for HIV and prescribe PrEP to prevent HIV

Your client gets:

- A \$25 gift card if they get tested
- Linkage to care and prevention



Sign up to join us!



1235-37
Spring Garden St.

Bebashi

TRANSITION TO HOPE

215-769-3561



Hunger Relief

Prevention and Education

Wellness Clinic & TeleHealth

Mon-Wed, Fri
9 a.m. - 4 p.m.

Confidential Testing
HIV & STIs | Hepatitis C | Pregnancy

Late Nite Testing
Thu 9 a.m. - 7 p.m.

HIV Medical Case Management

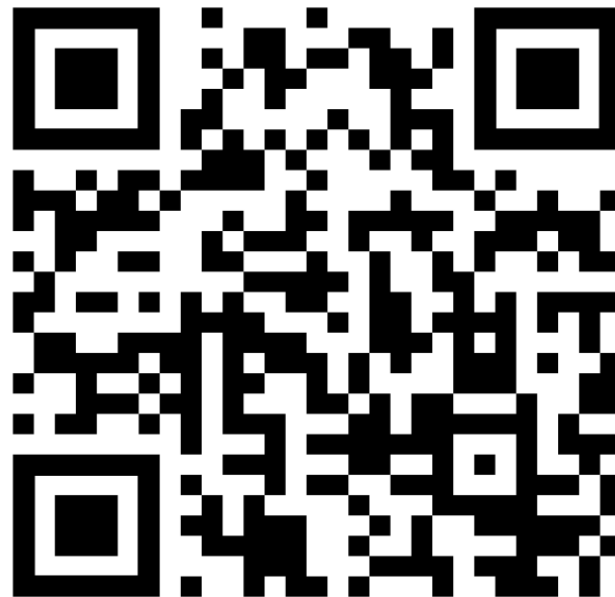
Housing

Helping People Get PrEP

- Most insurance plans and state Medicaid programs cover PrEP; prior authorization may be required
- Co-pay assistance: income is not a factor in eligibility
 - <https://www.gileadadvancingaccess.com/>
 - <https://www.viivconnect.com/patient/get-savings-information/>
- <https://phillykeeponloving.com/teleprep/>

Want to host an event?

- Scan the QR code and complete the form
- For questions or for more information, email Tabitha Washington at twashington@dkbmed.com or go to Barbers.dkbmed.com





Questions?