

Our HAIR (Health Access Initiative for Recovery)

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Community Care Behavioral Health

- Medicaid Behavioral Health Managed Care Company
- Contracted to manage care in 43 PA counties
- 501(c)(3) non-profit headquartered in Pittsburgh, PA
- Wholly owned subsidiary of UPMC
- Provides customer service, treatment referrals, and care management
- Quality assurance/improvement activities focused on provider services, utilization management and member's care
- Aim to decrease structural disparities by addressing social determinants of health through lens of racial and social justice

Health Equity At Community Care Behavioral Health

Overview of Health Equity Pillar



Decrease key disparities



Increase provider diversity



Effective outreach



Increase internal diversity



NCQA Health Equity Accreditation

Putting Planning Into Action



Black/African Americans and Behavioral Health

Blacks and Behavioral Health

Only one in three African Americans who need mental health care receive it

Mentally ill African Americans have more chronic disease, higher levels of disability, higher rates of inpatient service use, and more barriers to seeking mental health treatment

African Americans often receive poorer quality of care and lack access to treatment

Opioids death rates are highest for non-Hispanic Black people compared to all other race/ethnicities

[12-19-17 Fact Sheet_AfricanAmerican.indd \(psychiatry.org\)](#)

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4279858/>

https://store.samhsa.gov/sites/default/files/SAMHSA_Digital_Download/PEP20-05-02-001_508%20Final.pdf

Common Attitudes About Mental Health

Therapy is for white people.

Going to therapy is a sign of weakness.

We don't air our dirty laundry.

I'm not crazy.

The Black community has a general sense of distrust.

Misunderstanding Mental Illness

Many African Americans don't recognize the signs and symptoms of mental illness

African Americans often think of depression as a sign of weakness

African Americans are more likely to seek support from family, friends, and the religious community

The lack of education about mental illness is a barrier to African Americans seeking treatment

Our Why

Systemic Racism in medicine against African Americans

African Americans mistrust of health system

African Americans are less engaged in BH system

Barbershops/Salons are safe places for African American community

Barbers/Stylists historic trust and support of clients

Goals of Our HAIR

Improve

Improve health outcomes in the African American community through increased culturally meaningful outreach, beginning in Pittsburgh.

Increase

Increase engagement, education and resource dissemination about substance use and suicide prevention.

Decrease

Decrease the disparities between Black and White Pennsylvanians in effective utilization of behavioral health resources including prevention, early intervention, and treatment.



Our HAIR (Health Access Initiative for Recovery)



Train 25 Black and Brown barbers/stylist in Allegheny County re: how to talk to their clients about MH, Suicide and SUD issues and how to refer them for help

Pay Barbers/stylists a stipend for participation

Provide monthly consultation and support to barbers/stylists

Concierge wellness line for referrals

Community Health workers visit shops to provide SDOH resources

Meet the Consultants

Tennille Hill, M.S.

Curtis Miller, M.S.W., L.S.W.

Mario C. Browne, M.P.H., C.D.P.



Consultants' Responsibilities

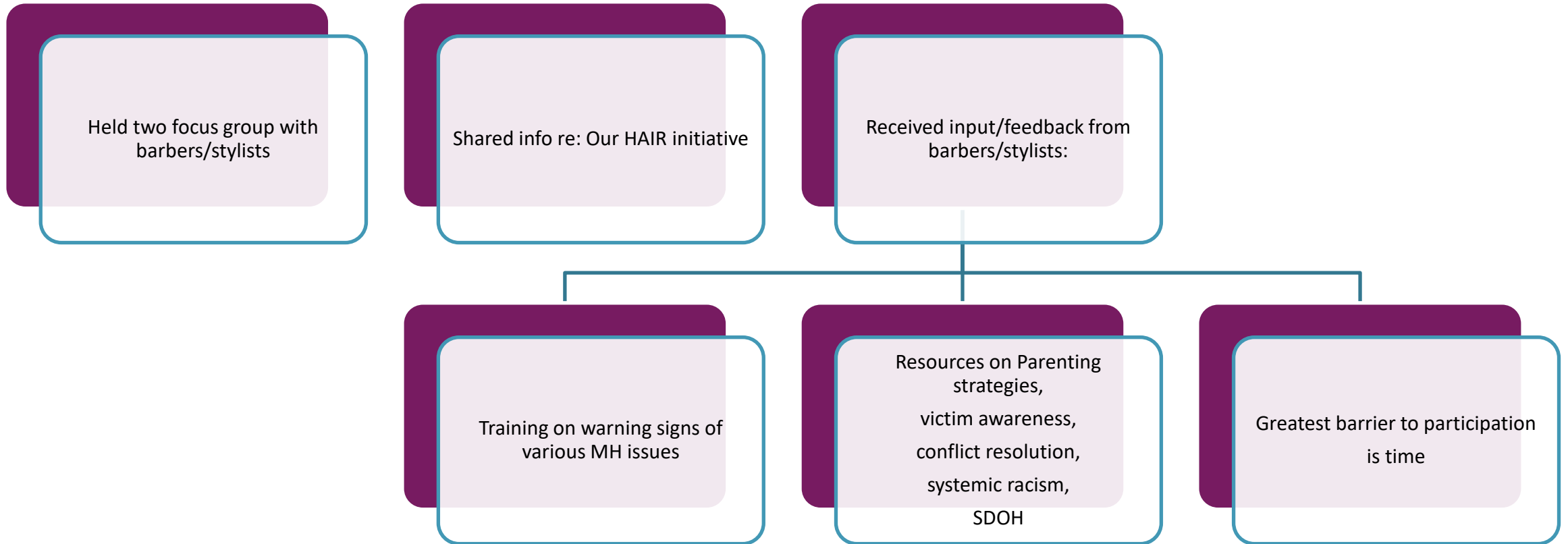
- Develop the curriculum
- Recruit barbers/stylists
- Train barbers/stylists
- Provide ongoing consultation to barbers/stylists



Recruitment

- Developed informational flyer
- Attended community events celebrating barbers/stylists
- Developed list of barbers/stylists in various communities in Allegheny County
- Reached out to barbers/stylists in-person, via phone and social media
- Contacted barbers/stylists recommended for participation
- Held focus groups

Focus Groups



Training

- Interactive 2-day training with role plays/practice sessions
 - Day One:
 - AA and mental health issues
 - Trauma
 - Stigma around MH and SUD
 - Depression
 - Anxiety
 - Suicide prevention (Trained in QPR)
 - Day Two
 - SUD
 - OUD
 - MAT
 - Tobacco Use
 - Narcan (how to use and provided for their shops)



Consultation

- One on one phone consult as needed
- Monthly virtual group meetings
 - How are things going
 - Needs/Concerns
 - Share additional resources

Our HAIR Allegheny County

Trained three cohorts of
barbers/stylist (25)

Communities represented:

- Hill District
- Oakland
- Homestead
- Swissvale
- Pitcairn
- West Mifflin
- Homewood
- Penn Hills
- Wilkinsburg
- East Liberty

Our HAIR Chester County

Collaborated
with the Alliance
for Health Equity

Implemented
Our HAIR in
Coatesville

Trained six
barbers and
stylists

Outcomes



of barbers/stylists
trained

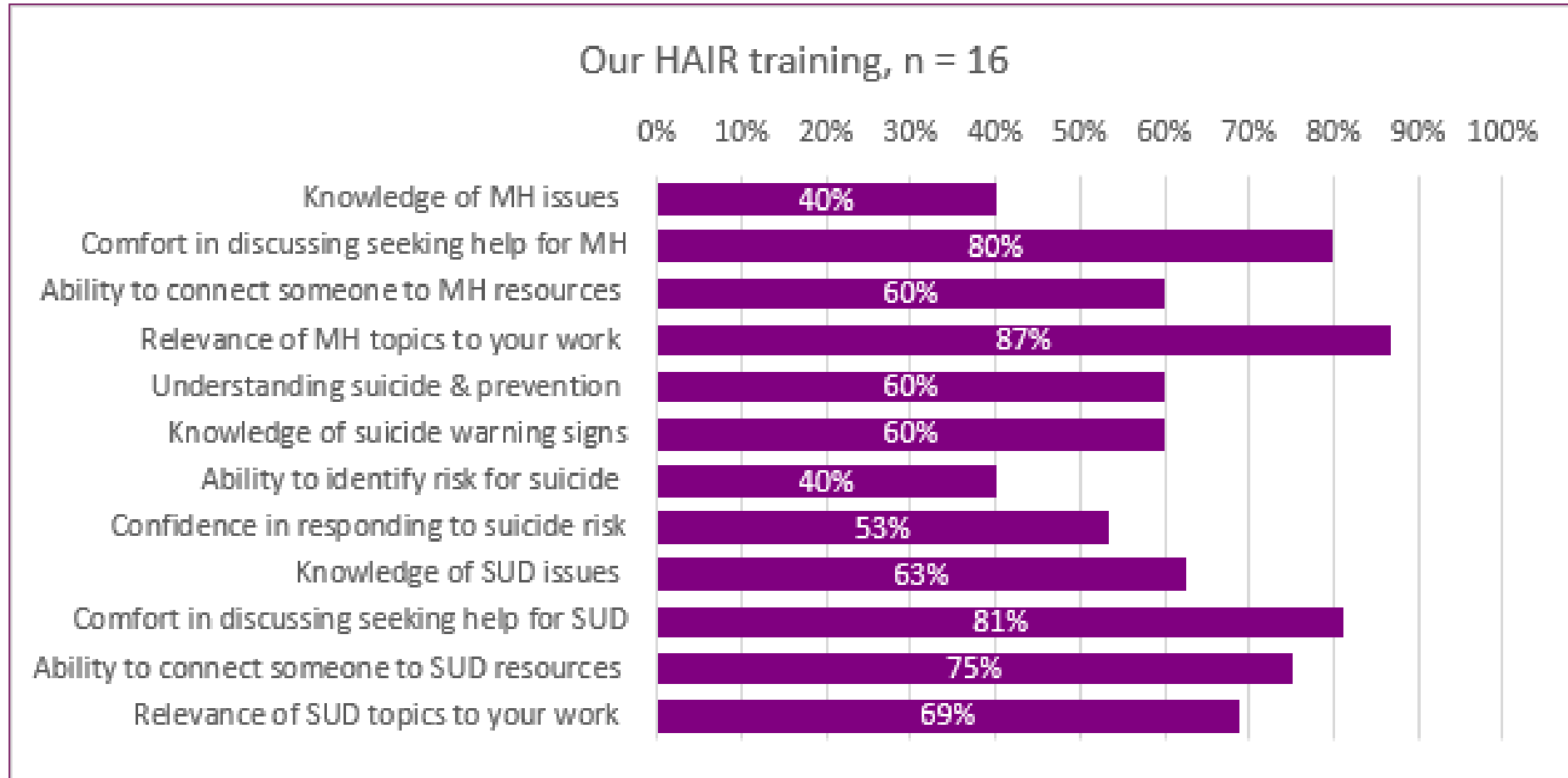


Efficacy evaluation



of calls to the concierge
line

Our HAIR



Our HAIR Wellness Ambassadors



What We Have Learned

- Policy and procedural barriers
- Time is a barrier
- Barbers/stylists are the people they serve
- Barbers/stylists have a lot of communal knowledge
- Barbers/stylists appreciate the resources
- Barbers/stylists already doing the work/community advocates
- Barbers/stylist found the network very valuable/supportive
- The work doesn't stop after the training
- Great value having someone with lived experience participate in trainings
- Be flexible

Questions?

