

Session/Poster#

Presenter

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Assessing the effectiveness of Gilead HIV/AIDS and Mental Health Stigma Education Program among Barbers and Stylists in Brooklyn, NY

Background: This research evaluates the Arthur Ashe Institute for Urban Health (AAIUH) and Gilead Sciences, Inc, HIV/AIDS, and Mental Health Stigma Education intervention designed to increase knowledge and reduce the stigma associated with HIV/AIDS and promote mental health awareness among barbers and stylists in Brooklyn, NY.

Methods: High school and college students enrolled in the AAIUH's Doris Duke Charitable Foundation Clinical Research program analyzed data collected during the intervention. Thirty-three Central Brooklyn barbers and hairstylists completed a pre-survey prior to a virtual training session and were recruited and trained as advocates to educate clients on mental health and HIV risk reduction through PrEP/PEP use and completed a post-survey three months after the training. Frequency distributions summarized the socio-demographic variables. The Wilcoxon test assessed the difference in pre- and post-scores to measure improvement in knowledge.

Results: Most participants were between the ages of 40-49 (39.4%), men (51.5%), identified as Black (90.9%), and had a high school diploma (36.4%). About 30% had an increase in their HIV/AIDS knowledge score, while 57.6% had a decrease in their score ($z = -2.505$, $p = 0.012$). In terms of mental health knowledge score, 51.5% of barbers and stylists had an increase in their score, 24.2% scores remained the same and decreased, respectively ($z = -2.400$, $p = 0.016$).

Conclusions: The Arthur Ashe Institute for Urban Health and Gilead Sciences, Inc, HIV/AIDS, and Mental Health Stigma Education interventions intervention may be effective in reducing mental health stigma while promoting HIV/AIDS risk reduction to increase the uptake of PrEP/PEP in Central Brooklyn communities.