

The Hair Share Initiative

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Project Proposal

The state of Illinois recently passed a law that requires salon professionals “to receive training in domestic abuse-prevention” as part of the process to become licensed or to renew their license. The purpose of this law, which is the first of its kind in the U.S., is to educate beauticians in recognizing signs of abuse (Penman).

This project, the Hair Share Initiative, funded by the Glendale Adventist Medical Center (GAMC), proposes to create a communication tool for beauty professionals in Burbank, California that educates hair professionals to recognize signs of domestic abuse in their female clients so they can refer clients to domestic abuse resources and ultimately decrease the prevalence of domestic violence in Burbank, California. This proposal is built on the premise that hair professionals often develop relationships with their regular clients and can become close confidants.

The health communication tool would provide hair professionals with training to detect domestic abuse in their female clients. The program would also equip hair professionals with a list of local resources already in place to aid domestic abuse victims. The communication strategies recommended for this project, which are outlined in the Strategies and Tactics portion of this paper, were chosen specifically to target the demographic of hair professionals in Burbank.

Potential partners for this project are the Domestic Abuse Center, Hope Center, and McHenry County Crisis Line. There would also be value in partnering with the California Cosmetology Association and the American Association of Cosmetology. Additionally, we are interested in building relationships with local shelters, mental health professionals, and other potential stakeholders.

It is not the intention of this proposal to make new legislation; its objective is to provide free training and support for beauty professionals in Burbank who wish to offer their clients information about domestic abuse resources. Ongoing evaluations, which are further explained in the “Evaluations” portion of this paper, will be continuing throughout the year-long campaign to determine the effectiveness of this program.

If this communication tool is deemed successful by our evaluations, it could be used as a template for expansion in the Greater Los Angeles Area and by integrating barber shops, cosmetology schools, and other hair salons. At that point, the Glendale Adventist Medical Center would seek additional funding from Adventist Health, our parent organization, to continue with the program long-term.

SWOT Analysis

Strengths – Internal	Weaknesses – Internal
<ul style="list-style-type: none"> • Glendale Adventist Medical Center (GAMC, our company) is part of a global network with access to medical professionals across many cultures • Helping domestic abuse victims aligns with mission already in place to assist people in need • Access to large numbers of volunteers, medical and nonmedical, through GAMC • Access to funds available through donors • Support from administration to run year-long initial initiative • Access to sophisticated marketing and communications resources through Adventist Health (parent company) • GAMC has existing relationships with a wide-range of non-profit organizations 	<ul style="list-style-type: none"> • Inability to create demographic profile specific to hair professionals in Burbank, CA • Unreliable methods to track success of program • Inability to control message when relayed from beauty professional to client • Multichannel messages increase complexity of delivery • Competing with other volunteer efforts of GAMC • Limited time frame to launch and assess initiative

Opportunities – External	Threats – External
<ul style="list-style-type: none"> • Hair Salons are places victims visit alone, even if their partner usually controls their movements • Victims feel comfortable sharing intimate information with hair professional because they are not a typical “reporter” • Close proximity to leading media outlets and entertainment professionals to engage partnerships • High concentration of hair salons in local area, with the ability to expand based on program’s success • Other health initiatives have successfully implemented beauty professionals in encouraging clients to get health screenings • Opportunity to educate hair professionals about safe reporting methods • Educating hair professionals to recognize domestic violence will not only benefit themselves, or their clients, but family or friends with whom they might share the information • Multiple local domestic violence resources to connect with in the area motivated to help victims • Ability to link with “Cut It Out,” a similar program that works on the national level 	<ul style="list-style-type: none"> • Hair professional’s desire to remain “professional” and not get involved • Perceived stigma about Domestic Violence • Fear of the victim in reporting • Lack of confidence of hair professional in her/his ability to relay the information to victim • Fear of beauty professional to become involved in potentially violent situation • Potential of beauty professionals to become involved in violent situation • Competition with current political climate taking priority, especially in immigrant heavy community • Ability to expand program limited to each salon’s willingness to participate • Burbank is a diverse region where victims might speak multiple languages • Varied definitions of domestic abuse, sometimes cultural, causing confusion • Myths about what domestic abuse is, and is not

SWOT Analysis (Cont.)

The Glendale Adventist Medical Center (GAMC) branch of Adventist Health is partnering with local and national domestic violence resources, along with the California Cosmetology Association, to create a health communication tool for hair professionals in Burbank, CA. This tool will be designed to educate hair professionals to recognize domestic violence in their regular clients and to equip these hair professionals with resources to share with their clients.

Although domestic abuse is a term that can vary by culture, the global nature of Adventist Health gives us access to health professionals from multiple cultures to lend understanding. Because Burbank is a diverse city, it is difficult to create a target profile specifically designed for hair professionals. As a result, the health initiative will utilize several communication channels to convey its message. To compensate for this challenge, communication goals will be advanced by the combined efforts of GAMC and existing local domestic abuse resources. These centers will reach more victims because of our partnership.

Local domestic abuse tools only work if victims have knowledge of the resources' existence and information about how to safely access them. This communication tool will break down these barriers by bringing the resources to the victim through the hair professional. Even if the victim has a controlling partner, the hair salon is a place victims are generally allowed to visit alone. This provides the hair professional with a unique opportunity for private conversations with their client over a period of time.

Hair professionals who want to learn about domestic abuse from this health communication program will do so voluntarily. We will utilize the high concentration of hair

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salons in Burbank to create many different opportunities for salons to connect with this initiative. Not only will hair professionals gain access to knowledge that will help their clients who might be victims, these professionals will also be equipped with tools to recognize domestic abuse in friends and family. This will be a ripple benefit of the program.

There are several external items that threaten the ability of this initiative to reach its communication goals during the initial year-long run of the program. Hair professionals might be concerned about remaining professional and becoming involved in a complex, potentially violent situation. The health communication resources will equip hair professionals with all the information they need to make informed decisions. The victim's fear of reporting will be decreased as there is an established trust with their hair professional. GAMC will be building on this trust to help the victims safely gain access to resources already in place.

Theories and Models

THEORIES: *Initiative to educate hair professionals in Burbank, CA to recognize domestic violence and to offer resources to their customers using multiple channels of communication, including print media, social media, and mass media.*

This health initiative is dependent on the target audience, hair professionals in Burbank, discovering the free training available to them and taking the opportunity to educate themselves. In doing so, the hair professionals ultimately will provide resources to victims of domestic abuse. There are several theories that can be used together to help achieve this goal:

1. Diffusion of Innovation Theory
2. Social Learning/Cognitive Theory
3. Communication for Persuasion Theory

The action plan of this program, defined specifically for our key groups (Shiavo, 2007), is rooted in hair professionals' awareness of the issue of domestic violence and the belief that they as hair professionals can effectively relay the information to their clients. By utilizing the Diffusion of Innovation Theory (DIT) that suggests "innovative health products and practices can spread like viruses among members of a social system" (Theory Picker), this health program will attempt to build momentum through "innovators" and "early adopters" (Shiavo, 2007). Even if only one hair professional participates in the first wave of the program from each salon, he or she will pave the way for other hair professionals. By targeting the salons directly with print marketing gift baskets and utilizing incentives through celebrity social media campaigns, we believe we will be able to connect with the "innovators" in each salon.

This theory works in parallel to concepts from the Social Learning and Cognitive Theory (SLCT), which suggests that individuals are more likely to participate if they “(through observation and perhaps trial and feedback) [begin] to believe that a behavior will result in good things, and that he or she is capable of taking the action if it is attempted” (Theory Picker). Once it is ascertained that an early adopter from the hair salon has completed training and has become competent in recognizing the signs of domestic violence in their clients, other hair professionals will be more inclined to follow suit with training themselves. Working with early adopters in the project will help “program sustainability” (Shiavo, 2007) and will also increase the number of participants engaging in the program. As the celebrity social media incentives will be staggered throughout the year-long campaign, the “late majority” and “laggards” will still have opportunities to win these incentives, as further detailed in the Additional Information section of this paper.

Research indicates that hair professionals have the self-efficacy to make a profound difference in health initiatives, as evidenced in programs encouraging clients to engage in breast and prostate screenings (Journal of Trauma and Acute Care Surgery). The SLCT suggests that individuals are motivated by their moral standards (Theory Picker). Therefore, hair professionals who still remain unmotivated by their early-adopter coworkers might be persuaded by their own belief systems. Because “[v]iolating a moral self-standard is uncomfortable” (Theory Picker), hair professionals could be convinced to participate when they learn their actions have the potential to increase their client’s physical safety. Also, learning about domestic violence will equip health professionals with knowledge to share with friends and family members. This process has the potential to turn even the “late majority” of hair professionals into “early adopters” in their own peer groups outside of work (Shiavo, 2007).

The Communication for Persuasion Theory will provide a framework to change the behaviors of targeted hair professionals in Burbank. When supplemented with engaging “stakeholders” and “early adopters” who promote this health initiative, this theory will provide practical guidance. It will achieve the goal of convincing hair professionals to educate themselves about domestic violence and local resources. The theory advises precision in crafting “message design, messenger credibility, communication channels” (Shiavo, 2007) and demonstrates the importance of gaining stakeholder involvement, which will be crucial in the growth of this program. This is why our partners at the domestic abuse shelters will be involved in crafting the message, along with feedback from “early adopter” hair professionals in Burbank and our partners at the California Cosmetology Association.

Strategies and Tactics

Goal: Educate hair professionals to recognize signs of domestic abuse in their female clients so they can refer clients to domestic abuse resources and ultimately decrease the prevalence of domestic violence in Burbank, California.

Object 1.0 – Increase the number of hair professionals in Burbank, CA who are able to name a local domestic abuse resource by 25% before the end of the year-long campaign.

Strategy 1.0 – Collaborate with local domestic abuse resources to raise awareness of their locations and the services they offer to the public. This will help us reach our goal and assist local resources with their community reach.

Tactic 1.1 – Make a list of local domestic abuse resources located within 15 miles of Burbank.

Tactic 1.2 – Create marketing baskets for hair salons in Burbank that contain local domestic resource information with folders, brochures, business cards, and pens.

Tactic 1.3 – Distribute “beauty-themed” marketing materials with domestic abuse hotlines and other local resources listed on them. Examples include: combs, brushes, compacts, spray bottles, beauty-themed magnets, etcetera. These baskets will be distributed to each salon location to keep on hand.

Tactic 1.4 – Create and run Facebook advertisements that target individuals who live in Burbank or “like” Facebook hair salon pages in Burbank.

Tactic 1.5 – Create press releases and media packets for local news media that highlight latest push to utilize hair professionals to recognize and refer domestic abuse victims in Burbank. Local news resources to contact are IHeartRadio, Los Angeles Times,

ABC7, @myburbanknews, CBS Los Angeles, [breakingnews.com/topic/Burbank](https://www.breakingnews.com/topic/Burbank), KTLA, and [myburbank.com](https://www.myburbank.com).

Object 2.0 – Ensure that 25% of hair salons in Burbank have at least one hair professional complete the online education training about domestic abuse by the end of the year-long campaign.

Strategy 2.0 - Promote our website information hub among hair professionals.

Tactic 2.1 – Create webpage that contains training videos to educate hair professionals to recognize domestic abuse in their clients. The website will also have articles and other domestic abuse resources. This website will be the hub of information for the entire campaign; all media resources will refer to it. It will also direct hair professionals to the local resources we collaborated with in Objective One. The website will be created in collaboration with local domestic abuse resources.

Tactic 2.2 - Make a list of five hair “celebrity stylists” with large social media followings to form advocacy collaborations. These celebrity hair stylists will work with us to advertise our domestic abuse website.

Tactic 2.3 - Work with chosen celebrity hair stylists to create social media advocacy campaigns to promote our training website. They will advertise on their Twitter, Facebook, blogs, Instagram, and Snapchat accounts.

Tactic 2.4 – Create incentive prize with celebrity stylists to encourage hair professionals to complete training videos on our website.

Evaluation Plan

There are several evaluation plans that will be used to assess the effectiveness of the health communication program. The program goal is to educate hair professionals how to recognize signs of domestic abuse in their female clients so they are able to refer clients to domestic abuse resources and ultimately decrease the prevalence of domestic violence in Burbank, California.

The website created to educate hair professionals will operate as a key resource in evaluating the effectiveness of the program. When hair professionals access the website to engage in the training component of site, they will be asked a short list of questions to determine their baseline knowledge of local domestic abuse resources. This pretest will then be compared to an “exit evaluation” at the end of the training videos. These results will be compared and contrasted to measure comprehension of the education materials. Both the pretest and exit exam must be completed for hair professionals to be entered into the drawing to win incentives advertised by celebrity hair stylists. This is outlined in the Strategies and Tactics overview. The pretest and exit exams will be evaluated based on parameters created by key stakeholders and experts, including Glendale Adventist Medical Center (GAMC) doctors and representatives from local domestic abuse centers.

As part of the pretest on the education website, the hair professional must enter their contact information. If the hair professional does not complete the education training within three weeks of signing up for the course, they will be contacted by a designated customer service representative from GAMC. The representative will ask why the course has not been completed and collect feedback concerning any barriers encountered. Potential barriers to the completion of

the course may include the following; time commitment, technology literacy, or language barriers. The collection of feedback will continue throughout the year-long campaign. Changes will be made based on information harvested from the target audience.

In addition to asking hair professionals to list which hair salon they belong to, the pretest will also ask hair professionals to identify which advertising channel(s) led them to the education website. The evaluation panel, made up of representatives from GAMC, local domestic abuse resources, and designated hair professionals, will determine which methods are most effective at reaching the target audience of hair professionals in Burbank, California. Less effective methods will be scaled back or eliminated. This element of evaluation will occur at the half-way point of the year-long campaign.

Designated research consultants from GAMC will conduct random sampling interviews of hair salon personnel in Burbank. They will inquire if the hair professional has heard about the free education website. If they have, researchers will ask if they have engaged in the program, and if not, what barriers have prevented them from doing so. A potential barrier that may prevent a hair professional from engaging in the program even though they have heard about it is doubt in their self-efficacy. This aspect of the evaluation will occur at the six-month mark in the program.

The program will also engage in Facebook Insights and the Google Analytics plug-in for WordPress to collect and analyze statistical information about those who are accessing the education website. This information may include the identity of the site that directed the viewer to the education website, how long were they on the site, how many people viewed the advertisement but did not interact with it, and the metric profile of the viewer who clicked the advertisement. This evaluation will be ongoing throughout the campaign.

All of these evaluation methods will be used to determine if the program is operating effectively to meet the two objectives of the education program which are to “increase the number of hair professionals in Burbank, California who can name a local domestic abuse resource by 25% before the end of the year-long campaign” and to “ensure that 25% of hair salons in Burbank have at least one hair professional complete the online education training about domestic abuse by the end of the year-long campaign.”

Timeline

Month One: Planning and Research

- Stakeholder Meetings
- Formulation of branding and messaging with key stakeholders
- Marketing materials and website content creation begins

Month Two: Content Creation

- Continued production of marketing materials
- Website production commences
- Continued website content production

Month Three: Program Launches across all chosen platforms

Month Four: Initial Feedback Evaluation

Month Five: Program Runs with Ongoing Evaluation

Month Six: Midway Evaluation

- Evaluations run based on pretest and exit exam on website
- Changes made accordingly with stakeholder input

Month Seven – Eleven: Program Runs

Month Twelve: Final Evaluation

- Final evaluations made based on combined feedback
- Outcomes compared to program objectives agreed upon at program outset and subsequent revisions at month six
- Decision made regarding program long-term sustainability

"THE HAIR SHARE INITIATIVE" BUDGET

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
Salon Marketing Baskets													
Human Resources - Cost	\$3,000.00	\$2,100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,100.00
Brochures	\$0.00	\$450.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$450.00
Candles	\$0.00	\$1,150.65	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,150.65
Hair Brushes / Combs	\$0.00	\$371.25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$371.25
Mini Pick	\$0.00	\$57.33	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$57.33
Information Card	\$0.00	\$49.99	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$49.99
Help Card	\$0.00	\$39.99	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$39.99
Spray Bottles	\$0.00	\$397.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$397.80
Pens	\$0.00	\$1,275.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,275.00
Compact	\$0.00	\$234.60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$234.60
Travel	\$0.00	\$120.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$120.00
Folders	\$0.00	\$85.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$85.00
Magnets	\$0.00	\$275.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$275.00
Digital Marketing	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
SUBTOTAL:													\$10,606.61
Social Media Platforms													
Human Resources - Cost	\$2,000.00	\$500.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$5,500.00
Facebook Advertisements	\$0.00	\$0.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$3,500.00
Celebrity Collaboration - Volunteer	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:													\$9,000.00
Education Website													
Human Resources - Web Designer	\$4,720.00	\$2,360.00	\$236.00	\$236.00	\$236.00	\$236.00	\$236.00	\$236.00	\$236.00	\$236.00	\$236.00	\$236.00	\$9,440.00
Human Resources - Training Videos	\$12,500.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00	\$37,750.00
Domestic Abuse Additional Resources - Stakeholders	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment: In - House	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:													\$47,190.00
Evaluation													
Human Resources - Contact Person	\$800.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$2,175.00
Human Resources - IT	\$944.00	\$250.00	\$250.00	\$177.00	\$177.00	\$177.00	\$177.00	\$177.00	\$177.00	\$177.00	\$177.00	\$177.00	\$3,037.00
Human Resources - Point Person	\$944.00	\$944.00	\$295.00	\$0.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$295.00	\$944.00	\$5,192.00
SUBTOTAL:													\$10,404.00
TOTALS:	\$24,908.00	\$36,785.61	\$1,556.00	\$1,188.00	\$1,483.00	\$1,483.00	\$1,483.00	\$1,483.00	\$1,483.00	\$1,483.00	\$1,483.00	\$2,382.00	\$77,200.61

Additional Information

The success of this campaign is contingent on the usability of our education website. Therefore, the majority of our budget will be spent developing the website and creating quality training videos and resources designed specifically for hair professionals in Burbank. All other marketing material will be supplementary to supporting the website.

Project planning will begin in month one of the year-long campaign, starting with meetings of key stakeholders, local domestic abuse centers, selected hair professionals, and designated team members at GAMC. These team members will include in-house marketers, information technicians, and health professionals. The group will work together to formulate messaging and branding of the health communication initiative.

The website will be designed to be simple and user-friendly, with pre-launch analysis completed by representatives from local domestic abuse centers and hair professionals. When the website opens, a warning message will appear that reads: “Safety Alert: Computer use can be monitored and is impossible to completely clear. If you are afraid your Internet usage might be monitored, call the National Domestic Violence Hotline at 1–800–799–7233 or TTY 1–800–787–3224” (The Hotline).

Once users click out of the warning, they will be presented with four menu options: Local Resources, Facts, Stories, and Education Center.

Under “Local Resources” hair professionals will be able to locate a list of local domestic abuse centers, including their locations, contact information, and the services they offer. There will also be a list of emergency services and local hospitals (Cut It Out).

In the “Facts” section of the website, hair professionals will find statistics and general

information about domestic violence. This page of the website will work to inform and counter any myths or misconceptions about domestic violence. Intimate Partner Violence (domestic abuse) is the leading cause of nonfatal injuries to women in North America, with an estimated 1.3 million victims each year. Because domestic abuse is often unreported, hair professionals might not be aware of these statistics and how many women (and men) are affected every day (Los Angeles County Domestic Violence Data Source). An example of how this information might be displayed is available in the Appendix section of this paper.

Under the “Stories” section of the website hair professionals will have access to true stories about domestic abuse. There will be personal testimonies from domestic abuse survivors, provided with permission by our partners at local domestic abuse centers. These stories will work to appeal to hair professionals’ sympathy and belief systems, which is a Social Learning and Cognitive Theory tactic.

There will also be factual stories describing how hair professionals have made life-saving differences in the lives of their clients. There are many examples of hair professionals promoting health to their clients. A program operates in Atlanta Georgia that teaches hair professionals how to take blood pressures. The Ravenscroft Beauty College in Ft. Wayne educates students how to recognize “changes in the texture of growth or hair pattern” in an effort to detect communicable diseases (Boen et al). The goal of this communication tactic is to bolster the hair professionals’ confidence in their self-efficacy in relaying health information regarding domestic abuse.

The key portion of the website is the “Education Center,” where hair professionals will have access to training videos that teach them how to recognize domestic abuse in their clients. A team made up of representatives from the California Cosmetology Association, local domestic abuse centers, hair professionals, and GAMC will create the messaging for these training videos.

The purpose of including these stakeholders is to create content that will speak specifically to hair professionals and to provide accurate information about domestic abuse.

In the “Education Center” hair professionals will be prompted to create a profile log in. This will enable them to pause the training videos at any time and return where they left off. This will also be a requirement if they want to participate in the celebrity incentive prize. However, hair professional will have an option to forgo the login and just view the videos if they do not wish to be included in the opportunity to win. Details regarding the celebrity prize will be further explained later in this paper.

Once the hair professionals have created a login, they will complete a pretest. This will be used to determine their level of understanding of domestic abuse before the training. At the completion of the training videos there will be an exit exam. Both the pretest and exit exam are important features of our campaign evaluation, and both are required for entry into the celebrity prize drawing.

The five celebrity hair partners for this campaign are Jen Atkin, Kristin Ess, Guy Tang, Scotty Cunha, and Harry Josh. These stylists were chosen for their close proximity to Burbank, their large social media followings, their respectability in the hair community, and their likelihood to participate in an activism project.

They will use their various social media platforms to encourage hair professionals to participate in The Hair Share Initiative. The hair professionals who complete the training in our Education Center will be entered in a pool to win a personal master class training session with one of the hair celebrities. These five drawings for a winner will be staggered throughout the year-long campaign, so “laggards” late to join the program will still have a prize incentive.

To be eligible to win, hair professional participants must create a login, fill out the

pretest, and complete the exit exam. In the pretest, the hair professional will be asked the name of their salon in Burbank. If they are chosen by random selection, a team member at GAMC will verify with the salon that this individual works there. This is to ensure that the Hair Share Initiative remains localized in Burbank for the duration of the year-long pilot program.

We will utilize the Diffusion of Innovation Theory to spread word of this campaign among hair professionals in Burbank. Individuals who have completed the online training will have the option to refer other hair professionals in Burbank to the competition. If the person they refer completes the training in its entirety, the referring hair professional will receive an additional entry into the drawing. There is no limit to how many hair professionals one can refer, as long as they are verified to be working in Burbank.

Through the Hair Share Initiative, there is tremendous potential to train hair professionals to share life-saving information with their clients. This is training they might not be able to receive anywhere else (Dawson). There are 85 hair salons operating in the city of Burbank (www.burbankca.gov) and more than 48,131 salons in the state of California (Designs School of Cosmetology). A typical salon has three full-time hair professionals and two part-time professionals, servicing 127 clients each week (Lee). Once they have learned to recognize domestic abuse, hair professionals will be able to utilize their established connections with clients and offer them a lifeline to resources. Research indicates that hair professionals already converse with their clients about a variety of topics, including relationships and health (Katz et al). In a study of licensed cosmetologists working in zip codes with high infant mortality rates, 68.9% of surveyed cosmetologists said they were comfortable sharing information that promoted health with their clients (Ahlers-Schmidt et al). The opportunity to connect individuals with the help they need is obtainable, we just need to train them to share it.

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Injury & Violence Prevention Program

Quick Facts about Intimate Partner Violence (IPV)

The Institute of Medicine describes intimate partner violence (IPV), as a pattern of coercive behaviors that may include isolation, deprivation, intimidation, psychological, physical and sexual abuse, and repeated battering and injury perpetrated by someone who is or was involved in an intimate relationship with the victim.

Prevalence and Cost of IPV in the United States

According to data from the National Violence against Women Survey (NVAWS) 2010,

- Each year 5.3 million non-fatal IPV victimizations occur among U.S. women 18+
- Resulting in nearly 2.0 million injuries
- Over 550,000 require medical attention
- Victims lose a total of nearly 8.0 million days of paid work—the equivalent of more than 32,000 full-time jobs—and nearly 5.6 million days of household productivity as a result of the violence.

MYTH

- **It is easy for battered women to leave their abuser.**

FACT

- **Women who leave their batterers are at a 75% greater risk of being killed by the batterer than those who stay**
- **Nationally, 50% of all homeless women and children are on the streets because of violence in the home**
- **There are nearly three times as many animal shelters in the United States as there are shelters for battered women and their children**

Source: *The Los Angeles Police Department*
http://www.lapdonline.org/domestic_violence

COMMON SIGNS OF AN ABUSIVE RELATIONSHIP...

- Your partner intimidates you through verbal and/or physical threats to yourself, your children, family members, friends, pets, property, etc.
- Your partner regularly criticizes you for daily task – dress, housework, childcare, etc.
- Your partner humiliates and manipulates you through name-calling, put-downs, and accusations.
- You fear your partner's temper or reaction.
- Your partner threatens to withhold money, resources, take away your children or have an affair.
- Your partner threatens to harm him/herself if you leave.
- Your partner forces and/or pressures you into having sex and/or accuses you of being unfaithful.
- Your partner has kicked, hit, shoved, restrained you or thrown things at you.
- Your partner prevents you from taking a job, going to school or having hobbies.
- Your partner prohibits you from spending time with friends and family.

Source: *Peace Over Violence, January 2013 from:*
<http://peaceoverviolence.org/emergency/domestic-abuse/abusive-relationship>