Road Map

- The Issue
- Purpose
- What is Shape Up?
  - AIMS
  - METHODS
  - WHERE WE ARE?
- Retention
  - Importance
  - Strategies
Although Black men constitute approximately 12% of the U.S. male population, they account for 35% and 42% of reported cumulative AIDS and newly reported HIV cases respectively (CDC, 2006a).

HIV/AIDS is the leading cause of death for Black men between the ages of 35 and 39 and the second leading cause of death for those in the 40-44 age group (CDC, 2006b).

Among Black men, heterosexual sex is the second leading exposure category of reported AIDS (10%) and HIV cases (13%) respectively, after injection drug (ID) use (CDC, 2006a).

Source: CDC
The Issue

Estimated Rates of New HIV Infections, by Race/Ethnicity and Gender, 2006

PHILADELPHIA

- More than 2/3 of newly diagnosed AIDS cases are among African American males (69%) with heterosexual activity being the most common transmission risk category (52.7%).

- Amongst Philadelphia residents currently living with AIDS, 2/3 (66%) are African American, 72.6% are male, 1/3 (31.5%) report heterosexual risk behavior.

- Heterosexual contact has been listed as one of the driving forces behind the AIDS epidemic in Philadelphia.

Purpose

- What we know:
  - HIV is a health problem with social, economic, and political causes and consequences for our community.

- Addressing HIV
  - We can target the risk behaviors associated with the disease to reduce the incidence/prevalence.
  - Social/Behavioral Intervention: Influence socio-cultural factors that affect health such as poor condom use practices and multiple sexual partners.
What is Shape Up?
What is Shape Up?

- **What:**
  - Randomized Control Trial (RCT)
    - Risk: Increase condom use, decrease sexual partners, and decrease rates of HIV and other STIs
    - Control: Decrease violence and retaliation behaviors

- **Who:**
  - African-American Men ages 18-24

- **Where:**
  - 50 Barbershops in 12 zip codes throughout Philadelphia with high rates HIV and Violence incidence
    - Each Shop: 3 barbers x 8 Clients = 24 Participation

- **Why:**
  - Evaluating outcomes of the interventions
Participants in the Shop
Significance of Barbershop Setting

- Barbers
  - Therapists
  - Engaging
  - Rapport
  - Good listeners
  - Trusted
  - Client Base

- Community
  - Family feel
  - Culturally acclimated

- Stakeholders
  - Heritage
  - Preservation of Community
Shape Up: Barbers Building Better Brothers Program (DESIGN)

- Randomized Controlled Trial
- Two Session HIV Risk Reduction
- 50 Barbershops in 12 zip codes with high incidence of HIV
- Approximately 1200 African American young men ages 18-24
- Barber-led
- In the barbershop
- 3-, 6-, & 12-month follow-up
Risk Reduction Intervention: HIV

- Risk group: targets the behavior we want to change
- Problem: poor sexual health choices resulting in negative biological and health outcomes.
- Explicitly teach cultural socialization strategies to the Young Men (COPE)
  - BE-A-MAN technique
    - B – Be prepared to say NO to unprotected sex
    - E – Explain Why
    - A – Address your partners concerns
    - M – Maintain focus, don’t overreact
    - A – (give) Alternatives
    - N – Negotiate and talk it out
Going through modules
Control: Retaliation Violence

- Control group: for non-risk behavior
- Prevalent in same areas
- Explicitly teach cultural socialization strategies to the Young Men (COPE)
  - BE-A-MAN technique
    - BE – Breathe & Exhale
    - A – Analyze the stress in your body
    - M – Manage your emotions
    - A – Analyze the danger in the conflict
    - N – Negotiate the conflict
Paying it Forward
The Two Day Intervention

Day One
- ACASI Pre-Test Data Collection on Van
- Bio-specimen Collection on Van
- Module 1 on iPad in waiting room
- Module 2 on iPad in barber’s chair

Day Two
- Module 3 on iPad in waiting room
- Module 4 on iPad in Barber’s chair with iPad
- ACASI Post Test Data Collection on Van
- Test results & Treatment on Van
Intervention

The Van

Bio-Specimen Collection
Follow-ups

- 3 month follow-up
  - Data collection, haircut, reimbursement

- 6 month follow-up
  - Data collection, bio-specimen collection, haircut, reimbursement

- 12 month follow-up
  - Data collection, bio-specimen collection, haircut, reimbursement
Retention

What it is?

- The process of keeping people you have recruited into your intervention engaged throughout the course of the intervention.

Shape Up’s Numbers

- 40 Shops
- Pre: 515
  - 95%
- Post: 487/515
  - 78%
- 3 MFU: 392/502
  - 78%
- 6 MFU: 344/471
  - 73%
- 12 MFU: 111/182
  - 61%
Importance of Retention

- Influences the validity and interpretation of the data
- Costly
  - Each participant represents a significant amount of time, effort, and other resources
- Frustrating to the staff
- Particularly important in translational research
Challenging Aspects of Retention

- Studies have some sort of inconvenience associated with them:
  - Time
  - Answering questions
  - Opportunity costs
- In lifestyle change research, the average dropout rate is 32%
Factors that Influence Participants’ Dropouts Rates

**Participant Characteristics**
- Studies have found higher dropout rates among
  - Unemployed participants
  - Younger participants
  - Minorities

**Study Characteristics**
- Participant population
- The length of the study
- The demands of the protocol
- Time lapse between appointments
- Not engaged
## Reasons for Dropping out or Finishing

### MOST COMMONLY CITED REASONS FOR DROPPIING OUT
- Demands of life:
  - Stress related to family care
- Work and School
- Complicated record - keeping and paperwork demands of the study
- Lack of time and motivation
- Lack of communication and engagement
- Incarnation

### MOST COMMONLY CITED REASONS FOR FINISHING
- Commitment to finish
- Belief that the study is important
- Incentives
  - Remuneration
    - Hair Cuts
Multiple Techniques Used to Increase Retention

- **Benefits**
  - Making the study convenient
    - Provide SEPTA Tokens
    - Offering participants flexible appointments

- Field Retention
- Reminders about Appointments
  - Calls, Calendars, Cards
Field Retention

- Door to door visits in the community
- Frequent personal contact
My Role

In the Retention Effort
Potential of Utilizing Instagram, Twitter, and Facebook to promote, market, and provide exposure to the study.

Importance of Building an online presence

This concept is supported by

- Our Community Advisory Board (CAB)
- Academic Literature & Popular Media
  - CDC and Celebrity Intervention
  - Social Media studies find that young black people frequent Twitter and Instagram more than other populations.

Nevertheless the IRB for the project has not accepted the use of certain Social Media technologies to date.
New Strategies to Employ: TEXT MESSAGING
Recognize the use of mobile devices as a primary mode of communication and information dissemination.

Utilizing Group Messaging Application

- SMS Scheduler

As well as to keep track of and retain participants
Follow Up:

Hi this is a reminder from the UPenn Shape Up: Barbers Building Better Brothers Program. It is now time for your free hair cut and time to talk with your barber about the program. Your (time period) appointment is tomorrow (date) at the (Barbershop name and address). The follow up will run from (time frame). Remember you will receive $40 dollars for your time. If you have any questions please contact us at 267-206-5343. Thank you and see you tomorrow.

Thank You:

Thank you, for participating in the Shape Up: Barbers Building Better Brothers Program (time period), please keep in mind that your next appointment is on (date and time).
New Strategies to Employ: Use of Social Media
Facebook Group: Capabilities & Possibilities

- Create a Social Media Home for the Intervention
  - Place to communicate with participants, shops, and barbers
  - Help with both recruitment and retention through potential associations and referrals that could be made via the page
  - Post images of haircuts done and barbers involved to help increase participants’ familiarity and confidence in the study
  - Post testimonials of barbers, participants, and research assistants
    - Help to build community and increase engagement with participants
Example Tweets

Now, this is a story all about how
My life got turned right around
And I'd like to take a minute
Just sit right there
And I'll tell you how I became the prince of an intervention using hair

#ShapeUp
Example Tweets

In West Philadelphia fighting AIDS

In the barbershop is where I spent most of my days
Chillin’ out learnin’ and getting’ schooled

And all choosin’ to be smart instead of being fooled

When a couple of bad jawns (girls) were up to no good
Started making trouble in my neighborhood

I got in one little fright and my mom got scared
She said 'You're goin' to your barber to get in his chair’

#ShapeUp
Example Tweets

I walked up to my barber and he said sit right there

The name on the cape said fresh and it had ‘Shape Up’ in the mirror

If anything I could say that this old head was rare

But I thought 'Nah, forget it' - 'Yo, go ahead cut my hair’

#ShapeUp
Example Tweets

I left out of the shop around 7 or 8

And I yelled to my barber 'Yo homes smell ya later'

I looked at my world

I was finally prepared

To protect myself and live with out fear

#ShapeUp
Example Post

SHAPE UP
BARBERSHOP
PROJECT

COME TO
YOUR 3 MO
FOLLOW UP

KO
FUTURE
PROBLEMS
Example Post

Life is what you make it

Shape Up Barbershop Project
3 Month Follow Up
Date And Time
Example Post

Friends Don't Let Friends Miss Haircuts

Shape Up Barbershop Project
Come To Your Six Mo Follow Up
Example Post

Look As Clean As The Board Of Health

Shape Up Barbershop Project
Come To Your 6 Mo Follow Up
Example Post

It's not how you start.

Shape Up Barbershop Project
12 Mo Follow Up
Example Post

Fame, Fortune, & Fresh Cuts

Shape Up Barbershop Project
Come to Your 12 Month Follow Up
Lessons Learned

- Community-Based Participatory Research
  - Must go where you’re participants are
  - Listen to the voice of the community
- Marginalized populations need research advocates
- Have to be creative in your approach to reach your target population
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Questions