BELONG

BEAUTY AND HEALTH COMMUNITY LOUNGES

The BEauty and health community LOuNGes (BELONG) study: Overview

Dr. Mariam Molokhia

Clinical Reader/GP in Department of Population Health Sciences, School of Life Course and Population Sciences

King's College London

mariam.molokhia@kcl.ac.uk

5th July 2023

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Background

- **Breast cancer** is the most common type of cancer in the UK
- About **1 in 8 women** in the UK will be diagnosed with breast cancer during their lifetime
- **6 out of 10 women** invited for breast cancer screening take up the invitation (UK NSC 2019)

- About **30%** of eligible women in Lambeth have not had NHS Health Checks within 5 years, or BP/blood glucose measurements in the last year signaling missed opportunities for early prevention and control of CVD risk (NHS, 2022)

NHS Health Check

- Improving detection and management of individuals at

high CVD risk is a key focus of the NHS 2019 long-term plan

- Designed to spot early signs of chronic diseases, such as CVD
- Digital rollout planned for 2024

Individuals between 40 to 74 receive a letter from GP surgeries or local council inviting for a NHS Health Check every 5 years (NHS, 2022).

Press release

New digital health check to tackle deadly cardiovascular disease

Digital NHS Health Check to be rolled out across England next spring delivering an additional one million checks in the first 4 years.

From: Department of Health and Social Care and The Rt Hon Steve Barclay MP
Published 29 June 2023

- Tens of thousands of cases of hypertension expected to be identified and hundreds of strokes and heart attacks prevented
- Each digital check could save 20 minutes of NHS time - potentially freeing up hundreds of thousands of primary care appointments

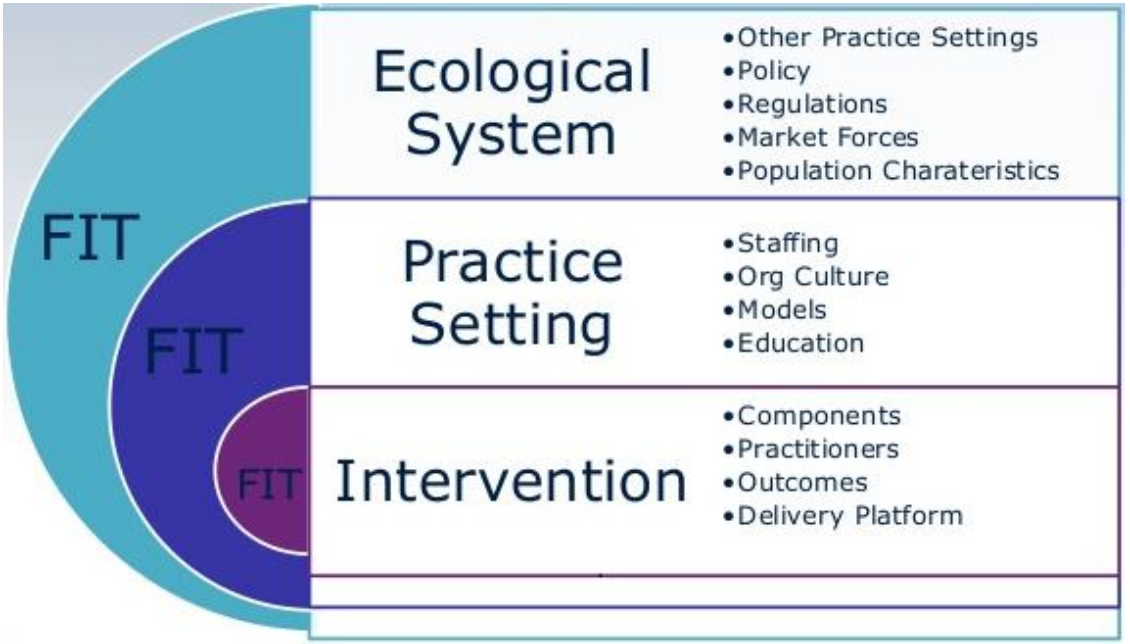
Systems thinking

Systems - (e.g., people, organizations, resources) and their interconnections.

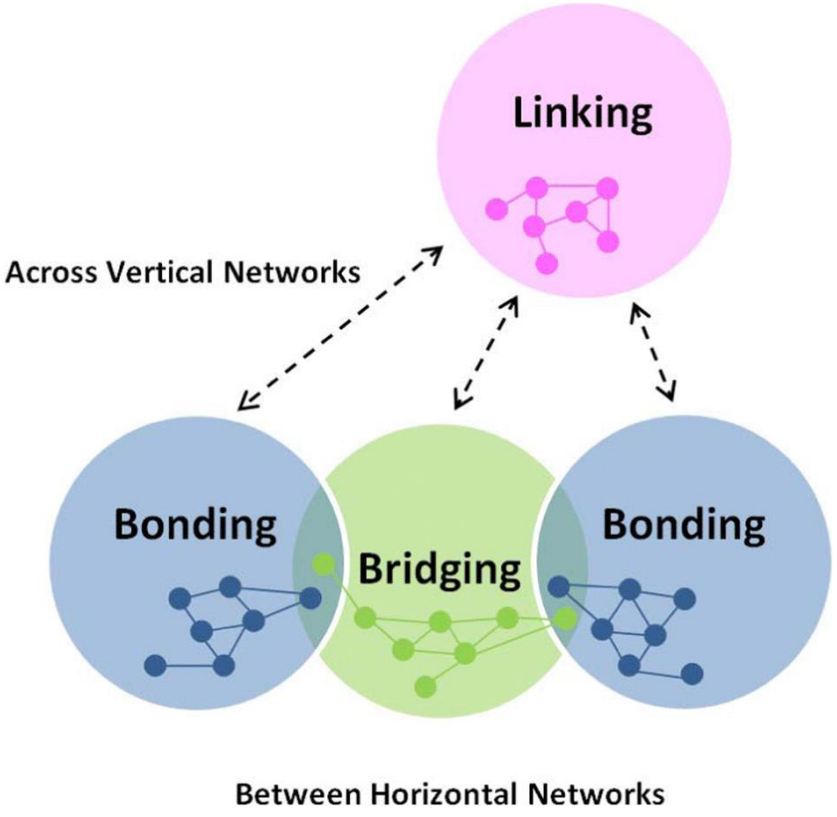
"Problems" - part of a wider dynamic system.

Relevance to community –

health systems connectedness interventions to address equitable access to care.



Social capital and Systems thinking for community-primary care partnership



Social Capital Theory: social resources in communities facilitate behaviour change and adaptive coping.

- *Bonding capital:* Shared values, high levels of trust & social support between clients and salon therapists
- *Bridging capital:* linking across sectors e.g., salons and primary

A systematic inclusion of community voices in development & implementation processes—
strengthening effectiveness accountability & governance

Hair salons are trusted community spaces with untapped potential for health promotion

Community-based salons: potential to leverage social capital - build on existing trusting relationships to increase interactions around health

- "*Stylists for so long have been, support from a mental perspective, like, you know, you go to the salon, and you just are able to have a conversation about a myriad of things. They already are almost like a behavioural health or a mental health resource.*" C93
- "*But I think when you look at health disparities in the health of our community, we might be overestimating how often people go to the doctor. I go to my doctor all the time. So, I don't need my hairstylist to talk to me about that, personally. But if we're looking at the broader picture of our community, people are going to the hairstylist and they're not going to the doctor, I promise you that. So, if our hairstylist could say, " when's the last time you went to the doctor?" You don't have to tell 'me' about diabetes, but encouraging our people to go to the doctor, if that's where that information should be coming from, I think would be an appropriate use of that platform.*" C284

Palmer et al., 2022

Our aims

BEauty and health community LOuNGes (BELONG)

Explore the feasibility of recruiting, training and retaining hairdressers in salons, supported by nurses/healthcare Assistants at local GP Practices, to promote use of a culturally adapted online application (app) to increase the uptake of NHS Health Checks and breast cancer awareness in women in deprived and ethnically diverse neighbourhoods

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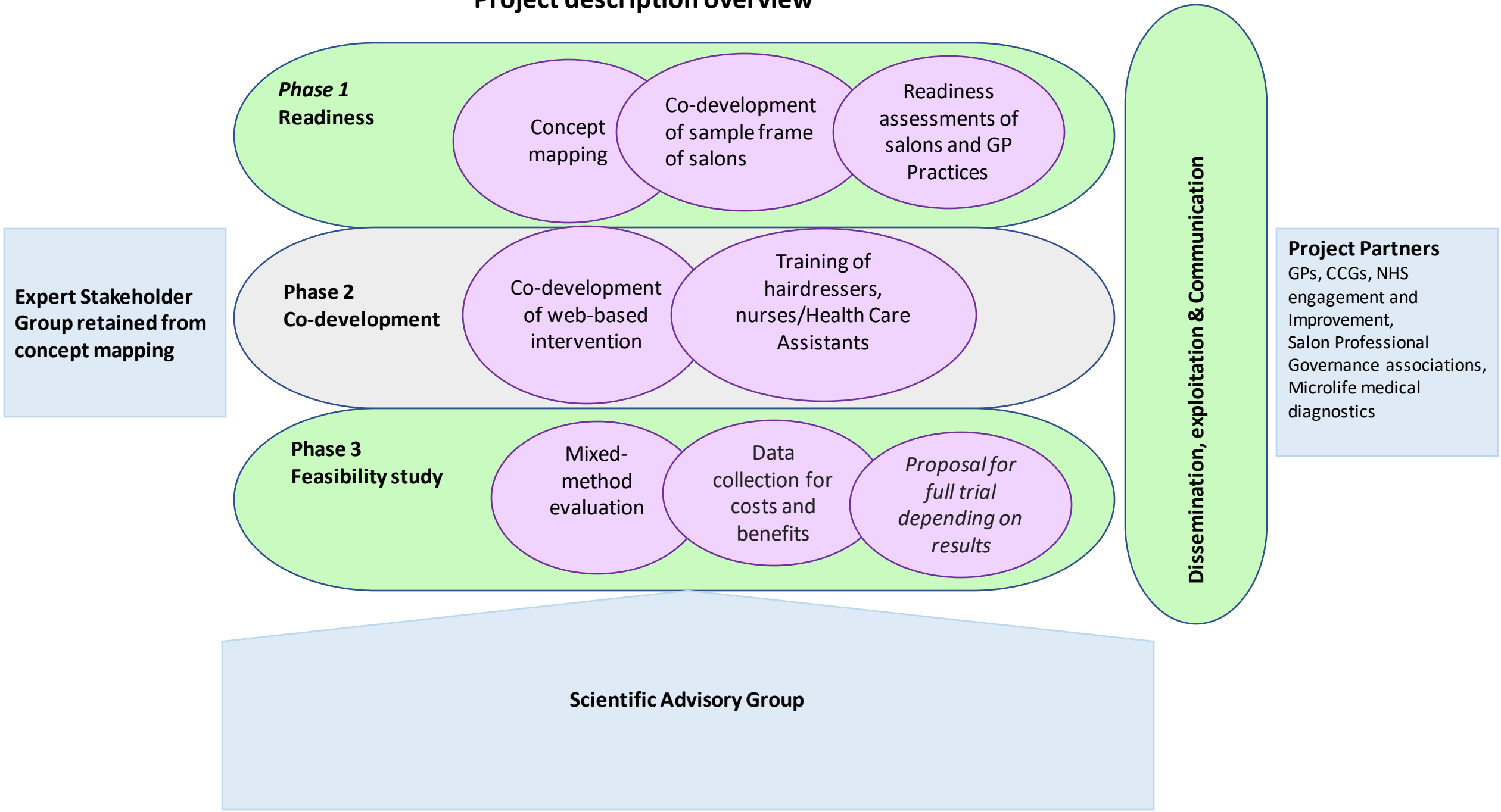
Project description overview



Overview of BELONG study UK

	Phase 1	Phase 2	Phase 3
	Readiness	**Co-development and training**	**Feasibility and Evaluation**
	March , 2022		*June, 2024*
	BELONG Project Team	**Expert Stakeholder Group** / **Scientific Advisory Group**	**Project Partners**
Aims	■ Identify relevant areas for the intervention and barriers, facilitators and opportunities to develop a feasible action plan ■ Salon readiness assessment ■ Concept mapping	■ Identify culturally relevant educational resources ■ Co-develop the training of hairdressers ■ Train hairdressers to engage in conversations about health with clients and promote the use of the online application (app)	■ Assess the feasibility of recruiting, training and retaining hairdressers ■ Assess the feasibility of nurses and healthcare assistants to support hairdressers ■ Collect data to inform a larger study

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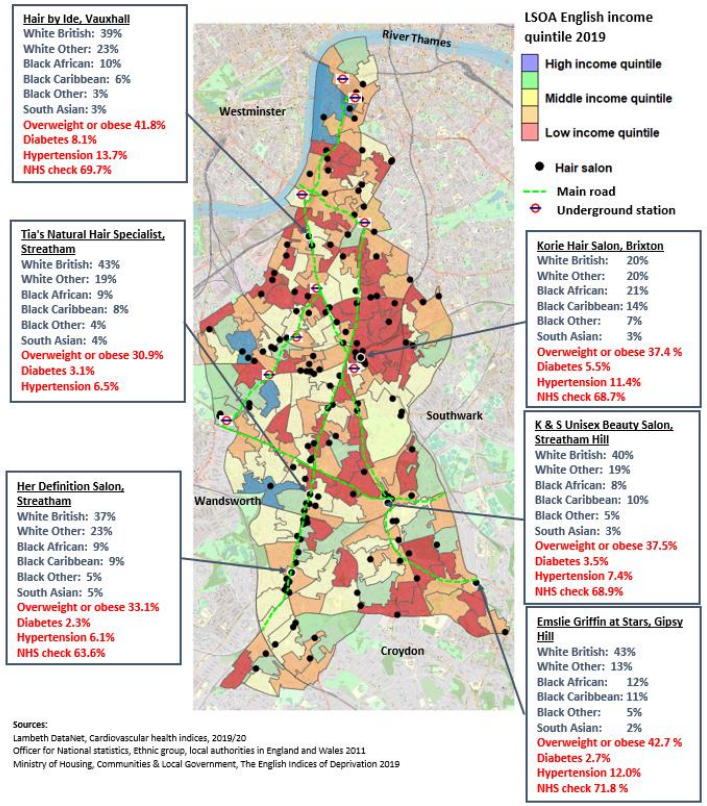
Phase 1: Readiness

Development of the Sampling Frame

Figure 3: Mapping of salons and of area indices of deprivation, ethnicity and health: Lambeth



Sources:
Lambeth DataNet, Cardiovascular health indices, 2019/20
Officer for National statistics, Ethnic group, local authorities in England and Wales 2011
Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019

Readiness Assessments

Interviews + Observation: Salons and GP practices (WHO Building Blocks)

Interview topics:

1. Governance (e.g., ownership/franchise arrangements of salons
2. Capacity (e.g., availability of hairdressers and HCAs)
3. Communication (e.g., Cultural competence)
4. Information technology platforms used
5. Salons, community and primary care collaborations

Concept Mapping

Mixed-methods participatory methodology (Hair & Beauty and Healthcare stakeholders)

Focus prompt: Factors that will affect the ability of salons to promote this service are…

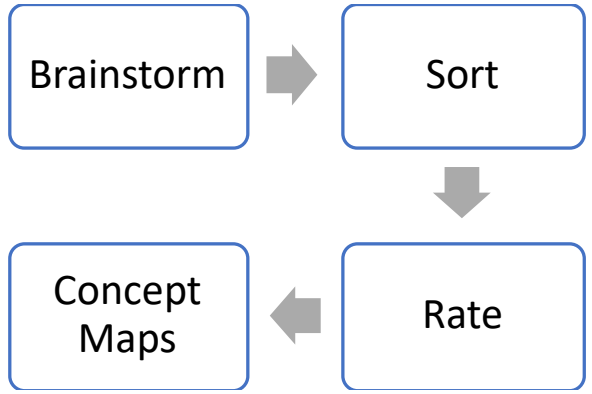


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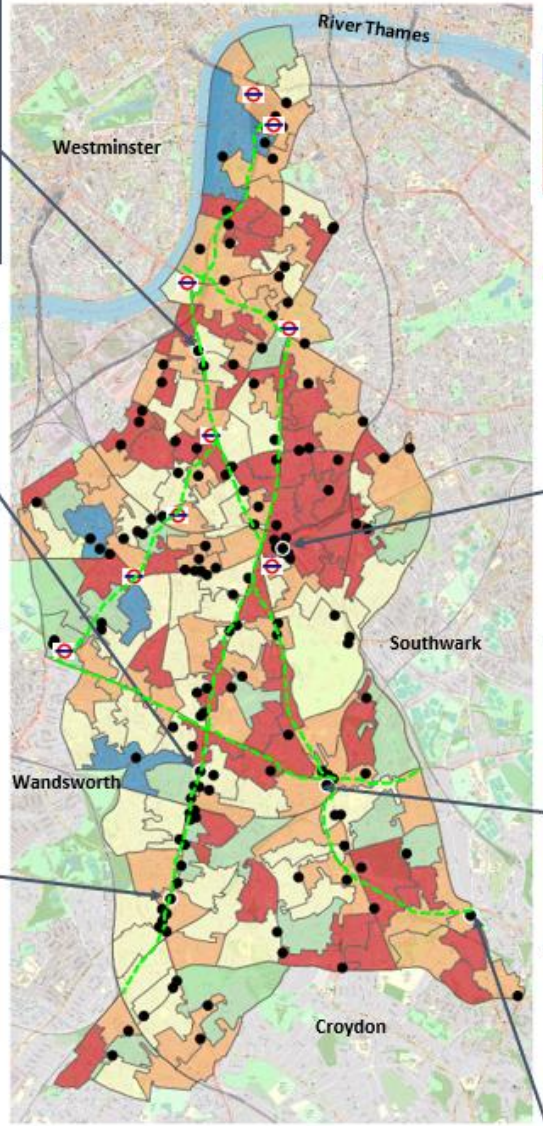
Figure 3: Mapping of salons and of area indices of deprivation, ethnicity and health: Lambeth

Hair by Ide, Vauxhall
White British: 39%
White Other: 23%
Black African: 10%
Black Caribbean: 6%
Black Other: 3%
South Asian: 3%
Overweight or obese 41.8%
Diabetes 8.1%
Hypertension 13.7%
NHS check 69.7%

Tia's Natural Hair Specialist, Streatham
White British: 43%
White Other: 19%
Black African: 9%
Black Caribbean: 8%
Black Other: 4%
South Asian: 4%
Overweight or obese 30.9%
Diabetes 3.1%
Hypertension 6.5%

Her Definition Salon, Streatham
White British: 37%
White Other: 23%
Black African: 9%
Black Caribbean: 9%
Black Other: 5%
South Asian: 5%
Overweight or obese 33.1%
Diabetes 2.3%
Hypertension 6.1%
NHS check 63.6%



LSOA English income quintile 2019
High income quintile
Middle income quintile
Low income quintile
Hair salon
Main road
Underground station

Korie Hair Salon, Brixton
White British: 20%
White Other: 20%
Black African: 21%
Black Caribbean: 14%
Black Other: 7%
South Asian: 3%
Overweight or obese 37.4 %
Diabetes 5.5%
Hypertension 11.4%
NHS check 68.7%

K & S Unisex Beauty Salon, Streatham Hill
White British: 40%
White Other: 19%
Black African: 8%
Black Caribbean: 10%
Black Other: 5%
South Asian: 3%
Overweight or obese 37.5%
Diabetes 3.5%
Hypertension 7.4%
NHS check 68.9%

Emslie Griffin at Stars, Gipsy Hill
White British: 43%
White Other: 13%
Black African: 12%
Black Caribbean: 11%
Black Other: 5%
South Asian: 2%
Overweight or obese 42.7 %
Diabetes 2.7%
Hypertension 12.0%
NHS check 71.8 %

Sources:
Lambeth DataNet, Cardiovascular health indices, 2019/20
Officer for National statistics, Ethnic group, local authorities in England and Wales 2011
Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019

In the media!

Evening Standard

LOG IN

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Hair and beauty salons to help raise breast cancer awareness among Black and Asian women

In a pilot scheme, salon staff will encourage more women from minority ethnic communities to book NHS health checks

VIEW COMMENTS

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Hair and beauty salons to promote NHS Health Checks and screening

Eliza Parr | 22 February 2023

GPs will work with London hairdressers and beauty salons in a new project to encourage uptake of NHS Health Checks and screening among Black and Asian women.

As part of the BELONG study at King's College London (KCL), salons will help promote a 'culturally adapted' app which advocates heart health and raises breast cancer awareness.

GPs, nurses and healthcare assistants will collaborate with salon staff and KCL researchers to develop customised content which aims to reduce health inequalities among these communities.

The roll-out began this month in nine salons across South and West London, who will all receive reimbursement for their participation as well as ongoing support from local GP practices.

The project, which is backed by the NHS Race and Health Observatory and funded by the National Institute for Health and Care Research (NIHR), will run for 12 months.

MOST POPULAR COMMENTED

1 BMA declares it has no confidence in the GMC (7)

2 GPs to be consulted on the future of QOF this summer (9)

3 No need to act to stop doctors emigrating to Australia, says Prime Minister (3)

4 £2.4bn workforce plan to increase GP training places by 50% among other measures (19)

5

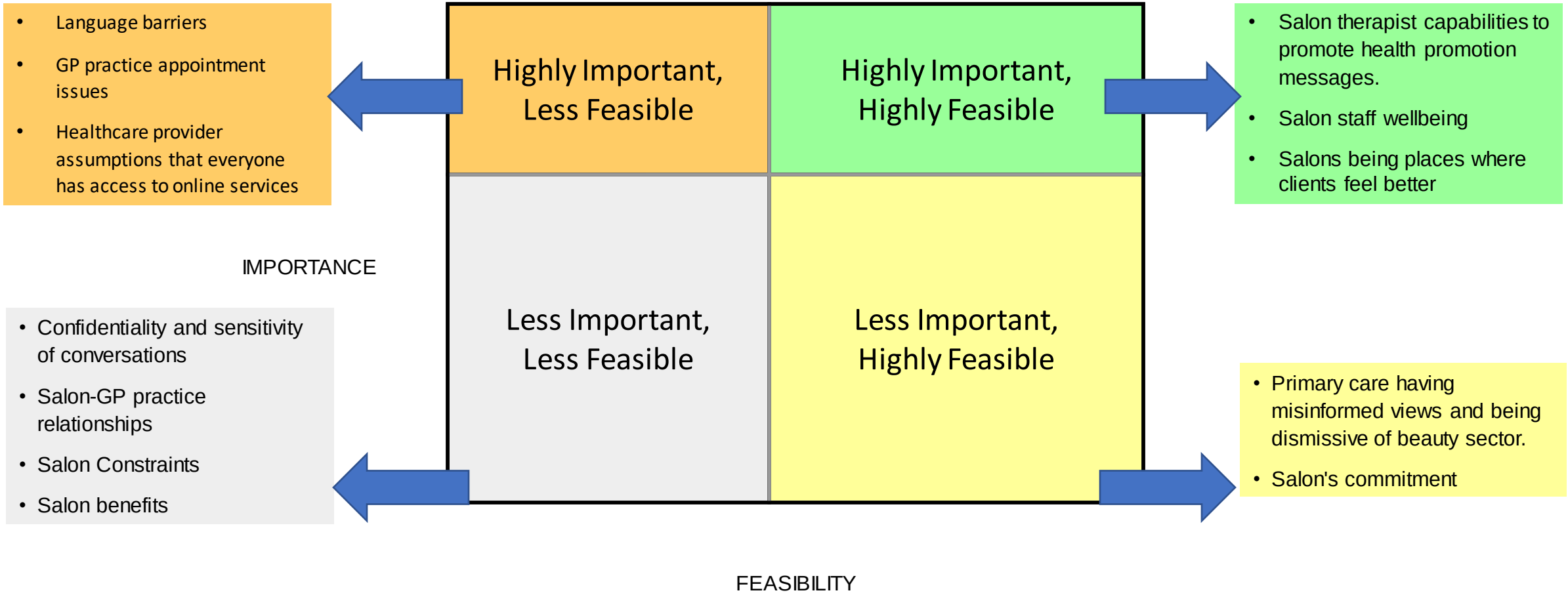
Media:

-https://www.standard.co.uk/futurelondon/health/nhs-breast-cancer-app-awareness-health-checks-black-asian-hairdressers-beauty-salons-b1061316.ht

-https://www.pulsetoday.co.uk/news/clinical-areas/cancer/hair-and-beauty-salons-to-promote-nhs-health-checks-and-screening/

-A scoping review of the evidence available for the use of salons as health promotion environments, for the prevention and management of non-communicable diseases in women from different ethnic backgrounds Frontiers in Public Health in press 2023

Summary of findings from Concept Mapping



- Language barriers
- GP practice appointment issues
- Healthcare provider assumptions that everyone has access to online services

- Salon therapist capabilities to promote health promotion messages.
- Salon staff wellbeing
- Salons being places where clients feel better

- Confidentiality and sensitivity of conversations
- Salon-GP practice relationships
- Salon Constraints
- Salon benefits

- Primary care having misinformed views and being dismissive of beauty sector.
- Salon's commitment

Primary care and Salon perceptions

Primary Care

- Less optimistic for the intervention
- Issues with committing time and resources
- Some had negative perceptions about Salon staff acting as health advocates

Hair and Beauty Salons

- Positive, motivated
- Strong community assets that can be used for health promotion
- Willing to commit time and resources

Phase 2: Co-development and training

Interviews with hair and beauty professionals in participating salons

Interview Topics (F2F interviews)

1. Experience, Acceptance and Ease of Use of online health applications (apps)
2. Cultural appropriateness of available educational resources (e. g., NHS health checks printed resources)
3. Communication strategies for delivering information
4. Use of blood pressure monitors
5. Roles and responsibilities
6. Learning and training preferences

Expert Stakeholder Group workshop

Workshop (Hybrid)

1. What outcomes are achieved by this intervention? Who would benefit?
2. What are the key activities and how do they link to the outcomes?
3. What are the barriers, enablers and unintended consequences?

Theory of change, curriculum for training and educational resources

F2F/online discussions + F2F consolidation (role play + Blood Pressure reading)

Content:

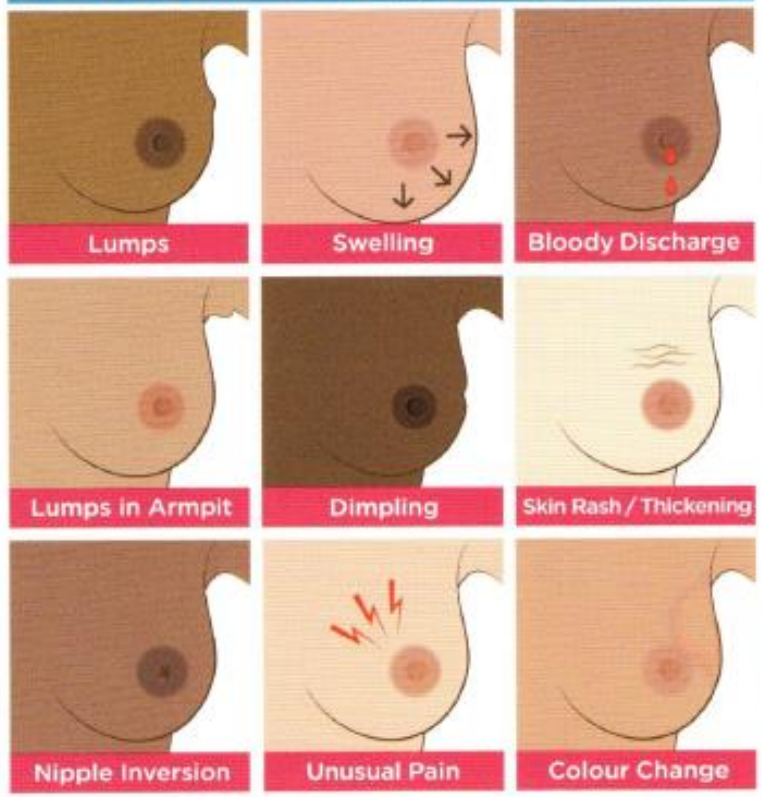
1. CVD rates in their communities and the importance of NHS health checks
2. Engaging in health conversations with clients and signpost
3. Features of the online app
4. Role/tasks
5. Communication with GP practices and BELONG team

Resources: handbook and infographics

SAVE YOUR LIFE

IN THE TIME IT TAKES TO GET CHANGED

Check NOW for the signs of breast cancer



If you notice anything unusual see your doctor or nurse as soon as possible.

Early diagnosis could mean a better chance of successful treatment.

@Lorraine
#changeandcheck

Scan here for HOW TO CHECK

Provided by:

FUTUREDREAMS

Lorraine

Change CHECK

itv

Phase 3: Mixed methods feasibility evaluation

	T0	T1	T2	T3	T4	T5
Group A (salons)	Control	Training	Intervention	Intervention	Sustainability	
Group B (salons)	Control	Control	Training	Intervention	Sustainability	
Evaluation						
Salons			Focus group A + Participant Obs.	Focus group B + Participant Obs.	Focus group A and B	
GP practices			Focus Group		Focus Group	
Clients			Baseline Survey A	Baseline Survey B	Follow-up Survey 1 (A, B)	Follow-up Survey 2 (A, B)
					Focus Group (A, B)	

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Discussion

- Salons are well positioned to support health promotion interventions
- Salons will require more resources to supporting health promotion messaging
- Relationship between primary care and salons needs to be strengthened
- There are significant barriers to GP practice access that need to be addressed
- Community-based preventive interventions must address issues related to primary stakeholders, i.e., service provision, treatment barriers, stigmas, and effective communication

References

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Molokhia M, Ayis DS, Karamanos A, L'Esperance DV, Yousif S, Durbaba S, Ćurčin V, Ashworth M, Harding S. What factors influence differential uptake of NHS Health Checks, diabetes and hypertension reviews among women in ethnically diverse South London? Cross-sectional analysis of 63,000 primary care records. EClinicalMedicine. 2022 May 27;49:101471. doi: 10.1016/j.eclinm.2022.101471

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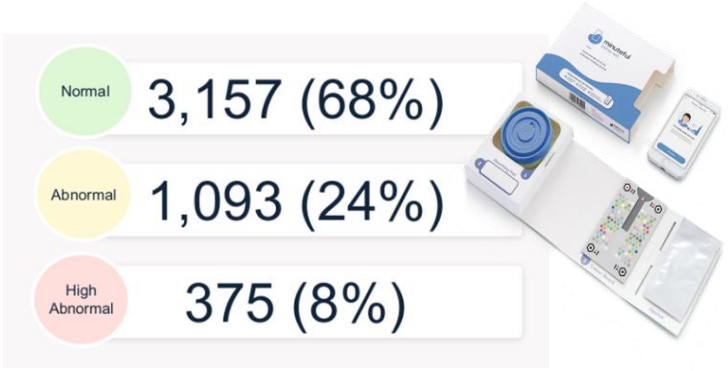
Public Health England. Public Health Outcomes Framework: Health Equity Report: Focus on ethnicity. 2017. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/733093/PHOF_Health_Equity_Report.pdf

HIDDEN-BP: Health Inequalities in kiDney Disease, mEeting the urgent Need to identify early disease in high-risk communities: A feasibility study of home albuminuria testing in people with high Blood Pressure



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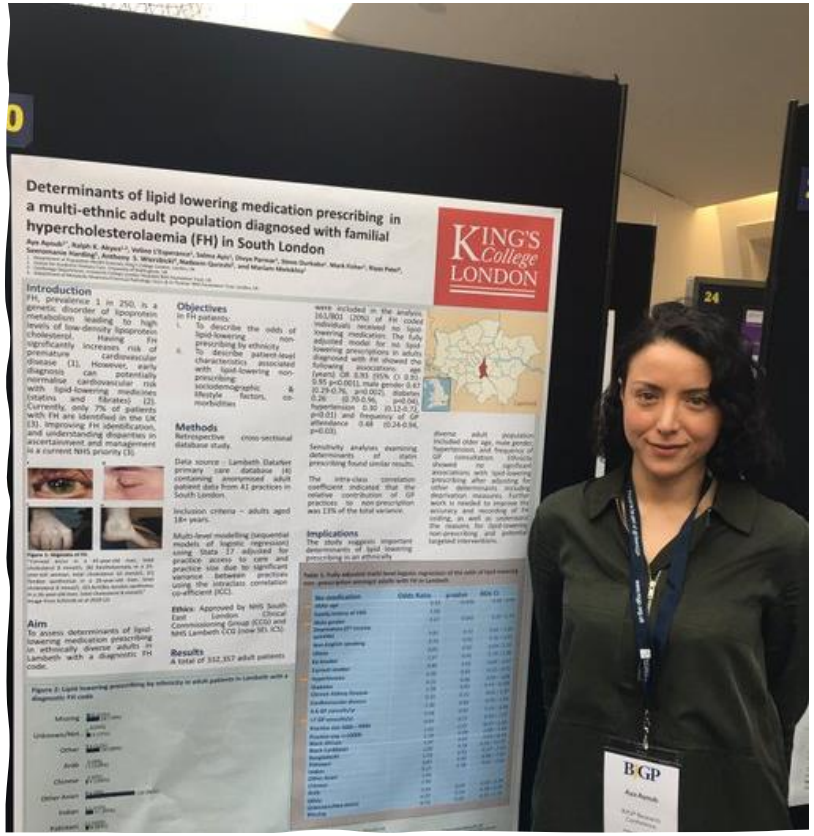
Dr. Maham Zaman was awarded the Early-Career National Research Award at the RCGP Conference in March 2023

Inequalities in Familial Hypercholesterolaemia

Dr Aya Ayoub
British Journal of General Practice (BJGP) Conference March 2023



Research team

- Dr Marjorie Lima do Vale
- Dr Maham Zaman
- Dr Louise Goff
- Dr Alexis Karamanos
- Dr Veline L'Esperance
- Dr Salma Ayis
- Dr Vasa Ćurčin
- Stevo Durbaba
- Dr Clare Coultas
- Ashlyn Mernagh-iles
- Prof Seeromanie Harding (Jt PI)
- Dr Mariam Molokhia (Jt PI) mariam.molokhia@kcl.ac.uk

+44(0) 7717490283
belongstudyuk@gmail.com
www.belongstudyuk.com

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With thanks to all participating salons, GP practices, stakeholders and clients

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