



Combating Heart Disease in the Heart of the Community

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Promotion | Community Health Division

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Heart Disease Prevention & Self-Management Program

WHO:

Office of Chronic Disease Prevention & Health Promotion

- 1 Senior Health Educator, 1 Health Educator, 1 Community Health Worker
- Supported by 4 temporary workers who primarily work weekend screening events
- Multiple community partners and volunteers

WHAT:

- Program consists of different initiatives that provide education, blood pressure screening, and referrals to raise awareness among communities at greatest risk and connect them to resources to help them self-manage hypertension and prevent heart disease.

WHY:

- Heart Disease is the leading cause of preventable death in the United States.
 - Some populations are at greater risk

Burden of Hypertension in the AA Community

Both

- Hypertension develops earlier in life and more severe organ damage.
- High rates of death and disability from uncontrolled hypertension and Cardiovascular disease.
- In Clark County, 4.2% of adults reported experiencing angina, coronary heart disease or heart attack in 2023.
- In Clark County in 2023, non-Hispanic Black/African American adults had the highest percentage of hypertension (41.1%).

Men

- Lower rates of hypertension treatment and control (medication adherence).
- Less physician interaction compared to black women (distrust in providers).
- 46% are diagnosed with some form of CVD.
- 45% aged 20 and older have hypertension.

Women

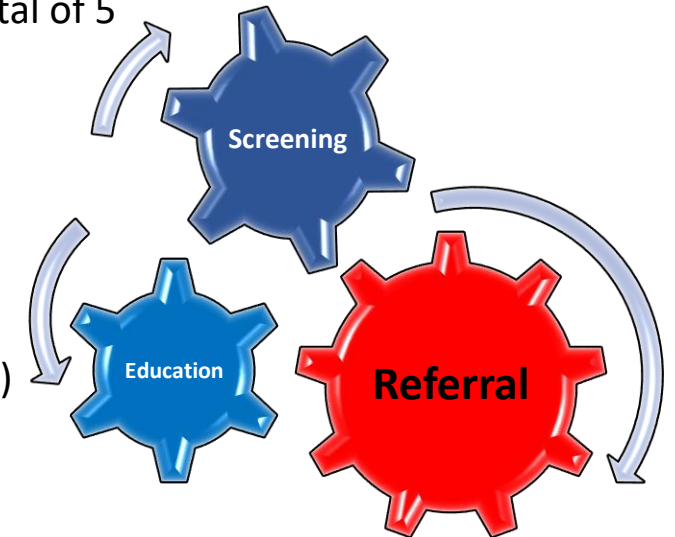
- African American women are 60 percent more likely to have high blood pressure, as compared to non-Hispanic white women.
- Only 52 percent of African-American women are aware of the signs and symptoms of a heart attack



Barbershop and Beauty Salon Initiative

Taking the Client Experience Beyond the Chair

- To empower black men and women to adopt healthier lifestyle choices and reduce their risk for cardiovascular disease and stroke, SNHD partnered with three black-owned barbershops to create the **Barbershop Health Outreach Project (BSHOP)**. Since inception in 2018, the initiative has expanded its partnership with a total of 12 Black-owned barbershops, 1 newly Hispanic-owned barbershop and introduced the program in the beauty salons (**Beauty Shop Health Outreach Project; BeSHOP**) using the BSHOP model, partnering with a total of 5 salons. To date, the initiative has a total of 18 partner sites.
- **Trained volunteers/partners**
 - Eta Eta Eta Chapter of Chi Eta Phi Nursing Sorority
 - Nevada State College of Nursing
 - Southern Nevada Black Nurses Association
 - Nevada Faith and Health Coalition Community Health Workers (CHWs)
 - Lay Community Volunteers
- **Funding**
 - NV Division of Public and Behavioral Health – HDS04 Subgrant
 - Public Health Infrastructure Grant
 - Southern Nevada Health District



Why the Barber & Beauty Shop?

Non-traditional
clinical setting to
raise awareness of
heart health risks

Builds trust through
culturally relevant
outreach

Provides accessible
blood pressure
screening

Culturally
appropriate
implementation site

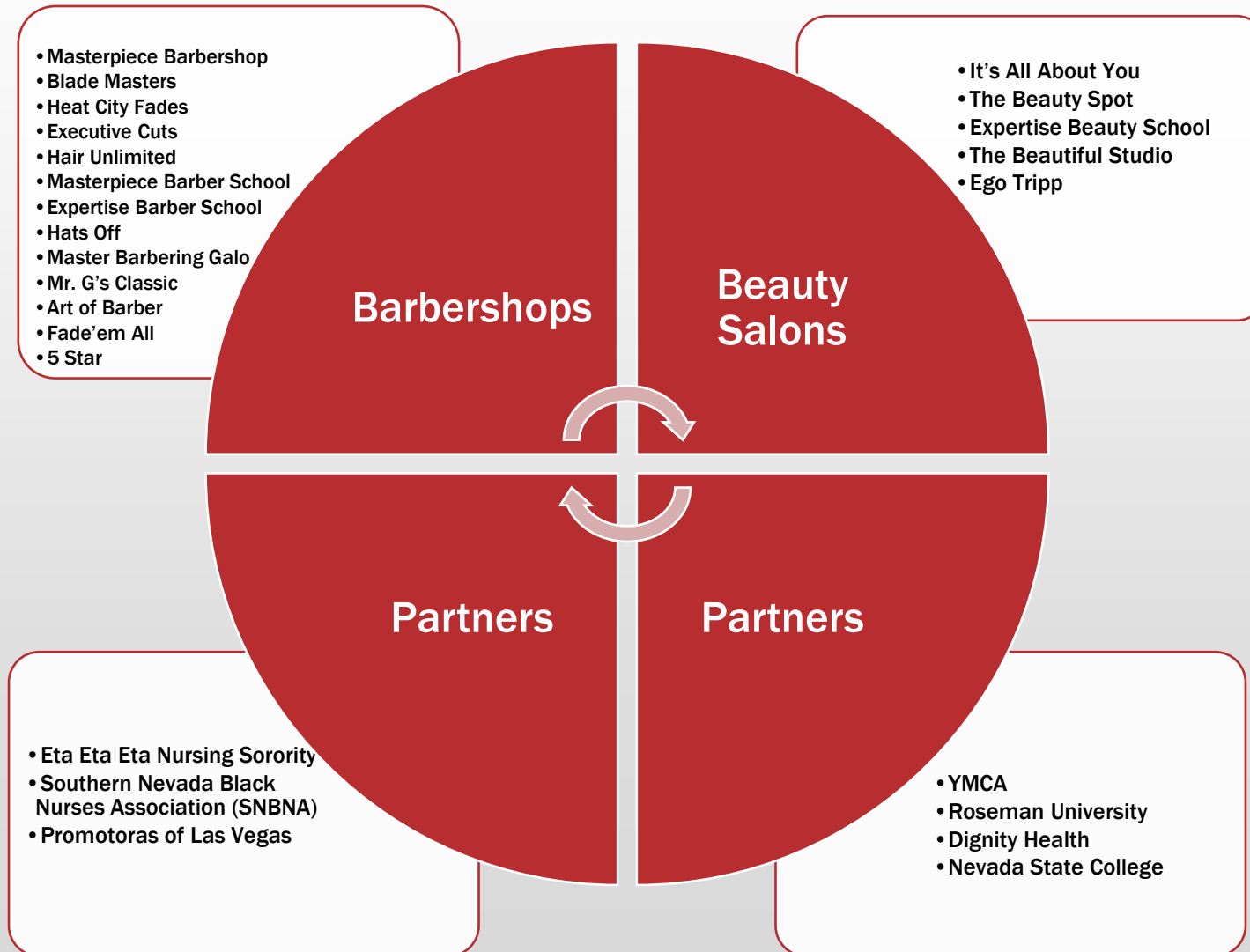
Vehicle for health
promotion/education

Pillar of the African
American Community

Barbers & Stylists
serve as community
leaders

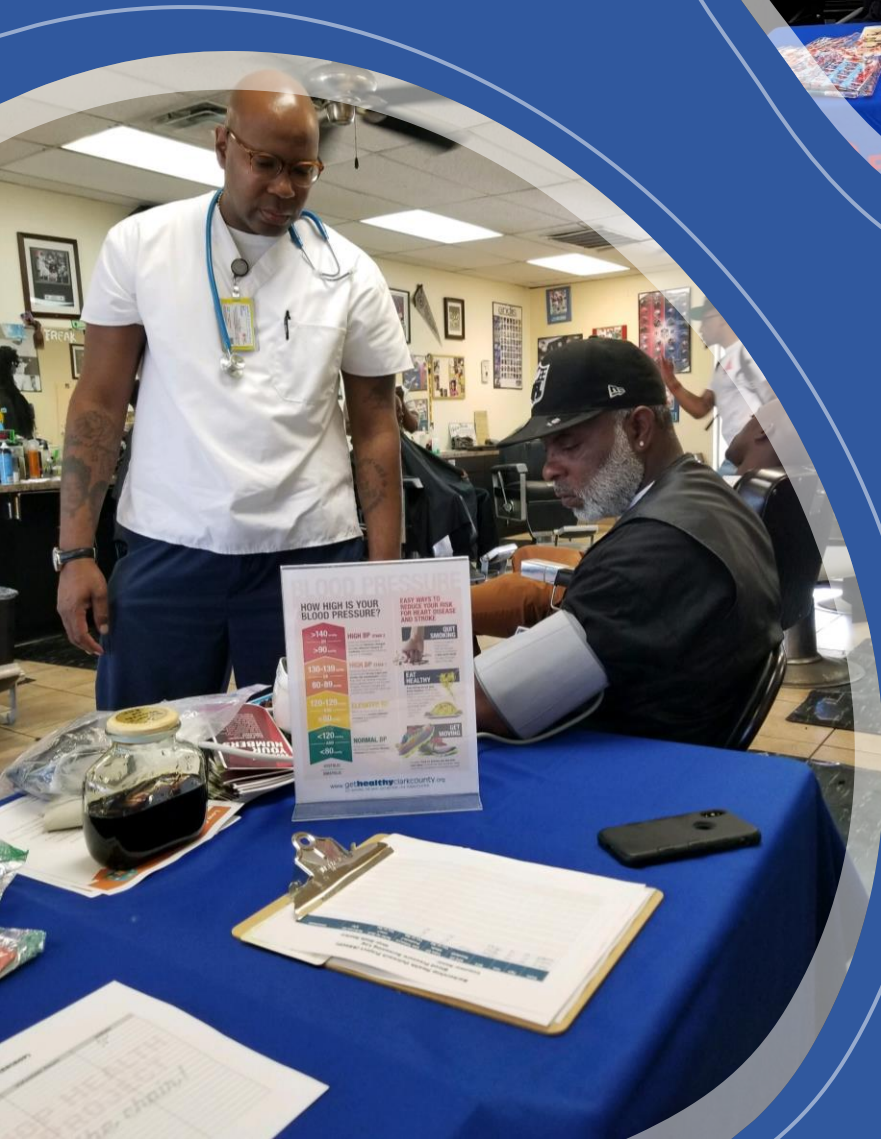
Effective peer-based
messaging approach

Community Partners





The Barber & Beauty Experience
“More than a Cut or Style”



The Intervention

Client Engagement:

- Volunteers and CHWs are trained in the AIDET communication model (Acknowledge, Introduce, Duration, Explanation, and Thank you).
- Establish trust and relationship building at the first interaction.
- Volunteers/CHWs introduce the program to clients receiving services.
- BP screenings are offered during wait time or conducted immediately following client service.
- Screening events are scheduled monthly at each partnering locations.
- Outreach blood pressure screenings are scheduled for 2-hour events.

Prediabetes Risk Test

1 How old are you?

Less than 40 years (3 points)
 40–49 years (1 point)
 50–59 years (2 points)
 60 years or older (3 points)

2 Are you a man or a woman?
 Man (1 point) Woman (3 points)

3 If you are a woman, have you ever been diagnosed with gestational diabetes?
 Yes (1 point) No (0 points)

4 Do you have a mother, father, sister, or brother with diabetes?
 Yes (1 point) No (0 points)

5 Have you ever been diagnosed with high blood pressure?
 Yes (1 point) No (0 points)

6 Are you physically active?
 Yes (0 points) No (1 point)

7 What is your weight status? (see chart at right)

Write your score in the box.

Add up your score.

Height	Weight (lbs.)
4'10"	119-142
4'11"	124-147
5'0"	128-152
5'1"	132-157
5'2"	136-163
5'3"	141-168
5'4"	145-173
5'5"	150-179
5'6"	155-185
5'7"	159-190
5'8"	164-196
5'9"	169-202
5'10"	174-208
5'11"	179-214
6'0"	184-220
6'1"	189-226
6'2"	194-232
6'3"	200-239
6'4"	205-245

(1 Point) (2 Points) (3 Points)

You weigh less than the amount in the left column (0 points)

Adapted from Wang et al., Ann Intern Med. 181:775-781, 2019.
 Original algorithm was validated without gestational diabetes as part of the model.

HOW HIGH IS YOUR BLOOD PRESSURE?

The infographic is a vertical stack of four colored chevron shapes pointing downwards, each representing a blood pressure category. The top chevron is red and contains the text '>140 mmHg' over 'OR' over '>90 mmHg'. To its right, the text 'HIGH BLOOD PRESSURE STAGE 2' is written in red. The second chevron is orange and contains '130-139 mmHg' over 'OR' over '80-89 mmHg'. To its right, the text 'HIGH BLOOD PRESSURE STAGE 1' is written in orange. The third chevron is yellow and contains '120-129 mmHg' over 'AND' over '<80 mmHg'. To its right, the text 'ELEVATED BLOOD PRESSURE' is written in yellow. The bottom chevron is green and contains '<120 mmHg' over 'AND' over '<80 mmHg'. To its right, the text 'NORMAL BLOOD PRESSURE' is written in green. At the bottom of the infographic, the words 'SYSTOLIC' and 'DIASTOLIC' are written in black, separated by a horizontal line. A small cartoon character is visible in the bottom right corner.

Category	Systolic (mmHg)	Diastolic (mmHg)
High Blood Pressure Stage 2	>140	>90
High Blood Pressure Stage 1	130-139	80-89
Elevated Blood Pressure	120-129	<80
Normal Blood Pressure	<120	<80

EASY WAYS TO REDUCE YOUR RISK FOR HEART DISEASE AND STROKE

[illegible]

KNOW YOUR NUMBERS

Your **BLOOD PRESSURE**,
BLOOD SUGAR, and
CHOLESTEROL numbers



Educational Materials

Outreach Resources

Take Control of Diabetes

Free diabetes prevention and self-management programs are available through the Southern Nevada Health District and our community partners. Sign up today to take control of diabetes in your life!

DIABETES SELF-MANAGEMENT CLASSES

Southern Nevada Health District
(702) 759-1270 | gethealthy@snhd.org
gethealthyclarkcounty.org/Manage-Your-Risk/Local-Diabetes-Resources/
Free diabetes classes are available using the US Diabetes Conversation Maps. Classes include healthy eating and physical activity materials and resources to help you live healthier with diabetes.

Dignity Health
(702) 616-4932
dignityhealth.org/las-vegas/classes-and-events
Diabetes management classes are available. Call for info.

Healthy Living Institute at UMC
(702) 383-7353 (SELF)
umcsn.com/healthy-living-institute
Free and low-cost community classes, several topics, including diabetes.

Nevada Diabetes Association
1-800-379-3839 | diabetesnv.org
Visit the statewide resource directory for information about kids and family camps, support groups, classes, and resources.

DIABETES PREVENTION CLASSES

The Road to Diabetes Prevention Program
gethealthyclarkcounty.org/Manage-Your-Risk/Local-Diabetes-Resources/
is a free online program developed by the Southern Nevada Health District. Participate at your own pace. The program includes healthy eating and physical activity tips and resources to help you live healthier.

Dignity Health
(702) 616-4975
dignityhealth.org/las-vegas/classes-and-events

Find a listing of CDC-recognized Diabetes Prevention Programs near you: dprp.cdc.gov/Registry

www.gethealthyclarkcounty.org



Southern Nevada Community Health Center
(702) 759-1700 | snchc.org
Primary Care and Family Planning
Las Vegas: 280 S. Decatur Blvd.
Las Vegas: 2830 E. Fremont St.

Community Outreach Medical Center
(702) 657-3873
communityoutreachmedicalcenter.org
Las Vegas: 2080 E. Flamingo Rd., Ste. 302

First Person Care Clinic
(702) 380-8118 | firstpersoncc.org
Las Vegas: 1200 S. 4th St., Ste. 111
Dental Clinic: 2100 Maryland Pkwy., Ste. 5
Henderson: 200 E. Horizon Dr., Ste. A-B

FirstMed Health and Wellness
(702) 731-0909 | fmhwc.org
Las Vegas: 400 Shadow Ln., Ste. 104
Las Vegas: 3343 S. Eastern Ave.
N. Las Vegas: 3940 N. Martin Luther King Blvd., Ste. 110

Hope Christian Health Center
(702) 644-4673 (HOPE) | hopehealthvegas.org
N. Las Vegas: 4357 Corporate Center Dr., Ste. 450
N. Las Vegas: 4040 N. Martin Luther King Blvd., Ste. A

Nevada Health Centers
1-800-787-2568
nevadahealthcenters.org

Cambridge Family Health Center
3900 Cambridge St., Ste. 102
Eastern Family Medical and Dental
2212 S. Eastern Ave.
Dental appointments call (702) 597-3898
Henderson Family Health Center
98 E. Lake Mead Pkwy., Ste. 103
Martin Luther King Family Health
1799 Mt. Mariah Dr.
Walk-in appointments may be available
CP Squires School Based Health Center
1312 E. Tonopah Ave.

North Las Vegas Family Health
2225 Civic Center Dr., Ste. 224

*Find additional locations online



Low-cost Clinics

Low-cost treatment of diabetes and other health care services are available through the Southern Nevada Community Health Center and our community partners.

Please call first to determine eligibility.

Volunteers in Medicine of Southern Nevada
(702) 967-0530 | vmsn.org
Free clinics. Call for appointment, no walk-ins.

Paradise Park Clinic
4770 Harrison Dr.

Ruffin Family Clinic
1240 N. Martin Luther King Blvd.

www.gethealthyclarkcounty.org
GET MOVING, EAT BETTER, LIVE TOBACCO-FREE



Program Impact

Data Analysis Represents Year 2
(August 2024-2025)

Number of Screening
Events:
N=155

Number of participants
screened in barbershop:
N=795

Number of participants
screened in salon:
N=127

Number of participants
reported tobacco use:
N=190 (BSHOP/BeSHOP)

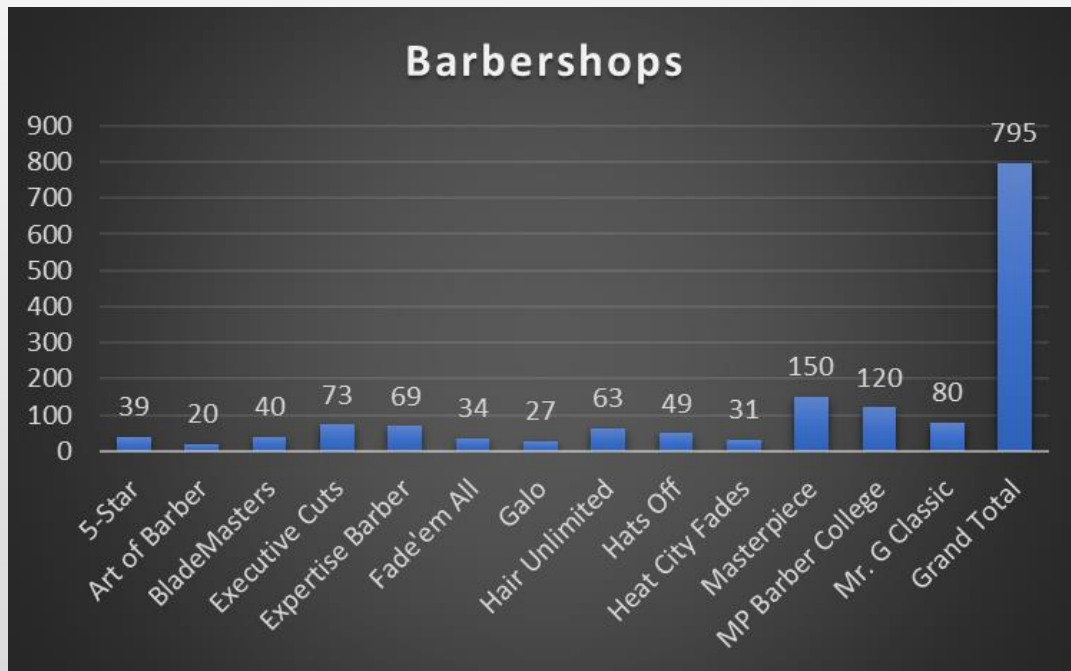
Number of participants
reported diagnosed
with HTN:
N= 160 (BSHOP/BeSHOP)

Average Age:
Barbershop: 38
Salon: 46

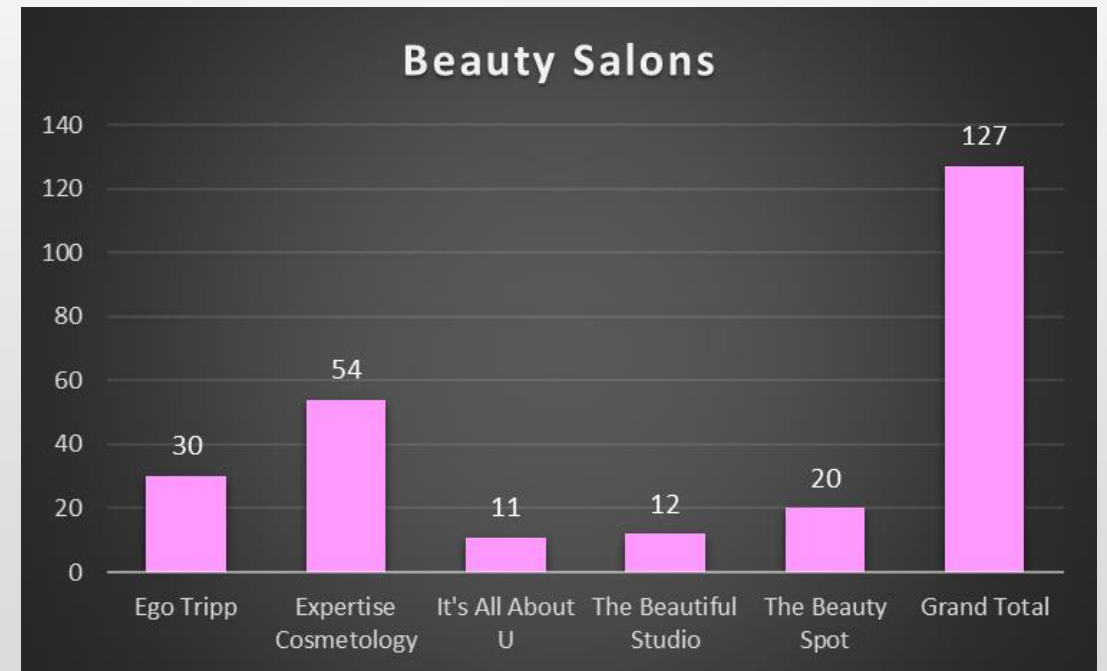


Participant Outcomes By Location

Barbershop

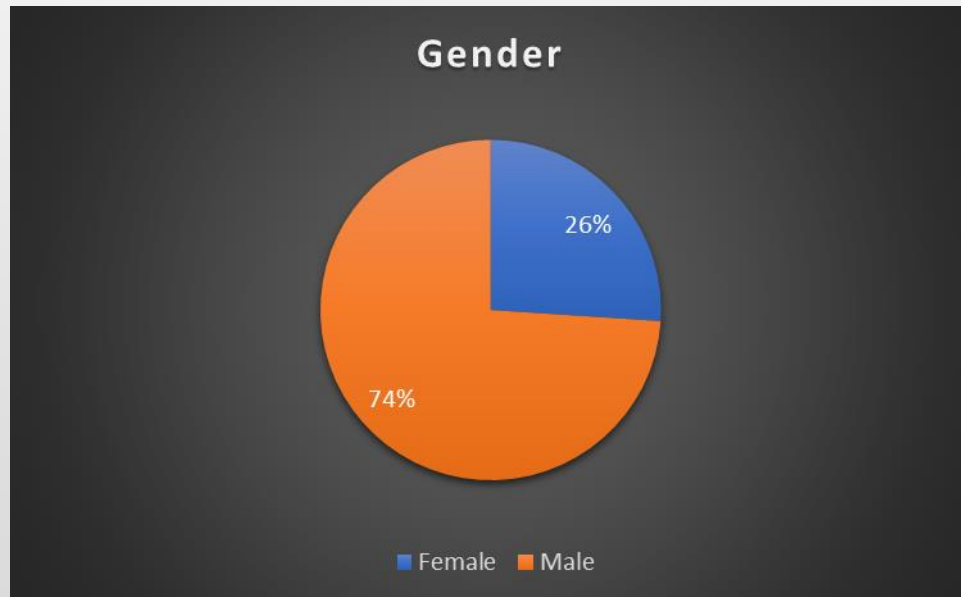


Beauty Shop

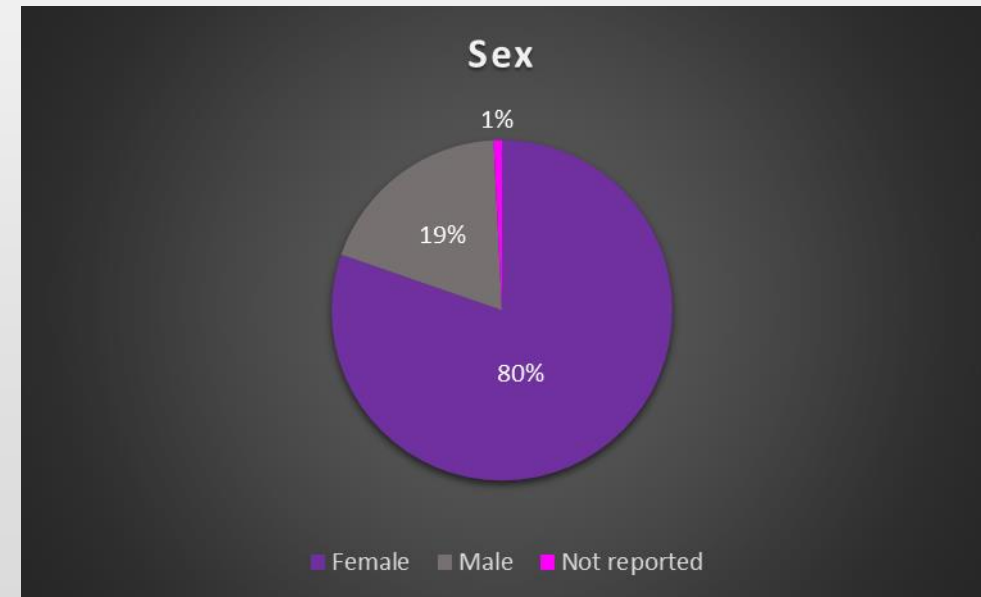


Demographics (Gender)

Barbershop

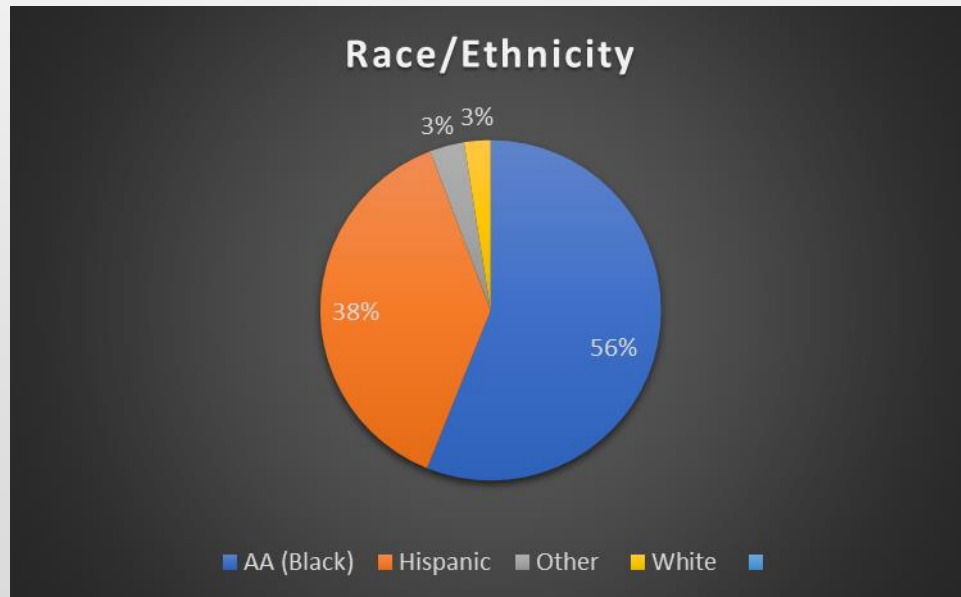


Beauty Shop

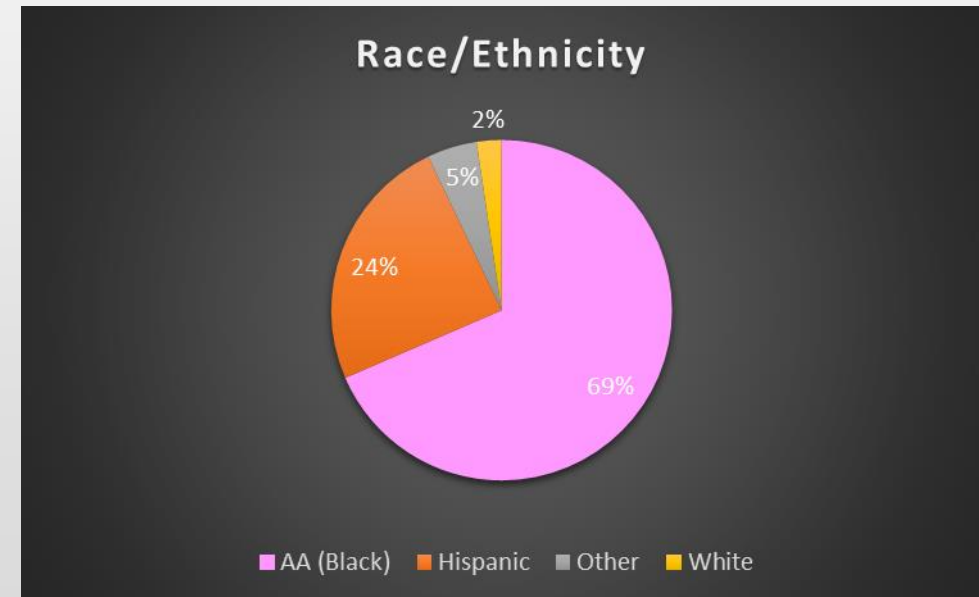


Demographics (Race/Ethnicity)

Barbershop

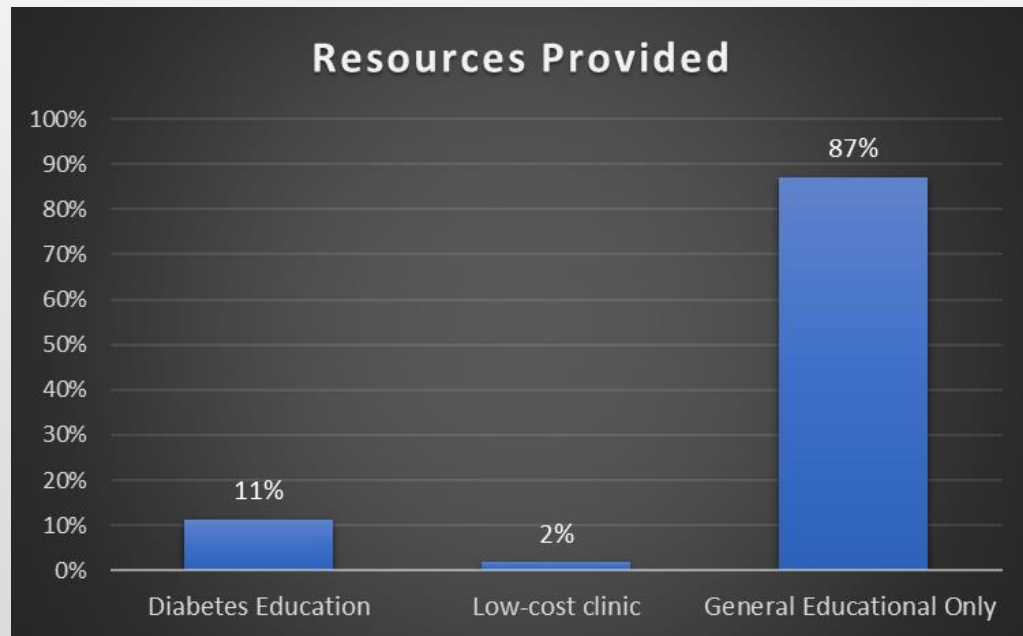


Beauty Shop

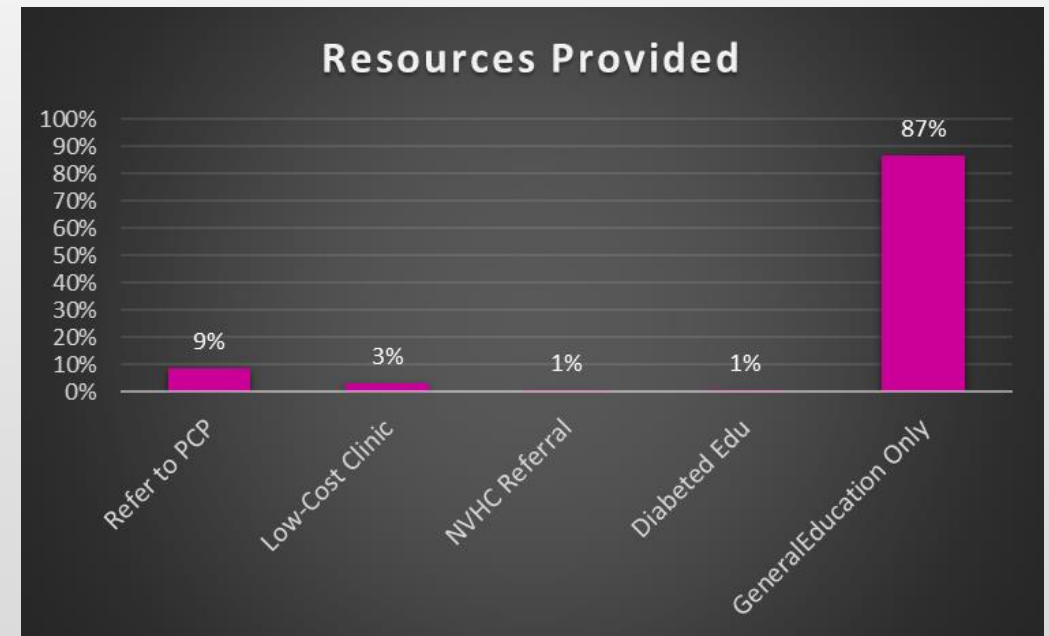


Resources Provided

Barbershop



Beauty Shop



Blood Pressure Reading Outcomes (BSHOP)

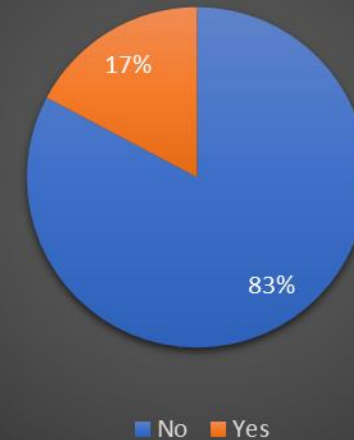
Values Assessed in the Barbershop

- Systolic values reached as high as 228 mmHg (African American participant), which classifies as a Hypertensive Crisis.
- Diastolic values reached as high as 126 mmHg (African American participant), which classifies as Hypertension Stage 2

Average BP Reading by Race/Ethnicity

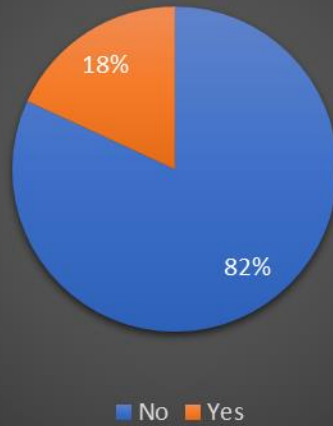
Race/Ethnicity	Avg Systolic	Avg Diastolic	AHA Classification
African American	134	81	Hypertension Stage 1
Hispanic	127	77	Elevated
White	126	77	Elevated
Other	122	75	Elevated

Diagnosed with Hypertension



Blood Pressure Reading Outcomes (BeSHOP)

Diagnosed with Hypertension



Values Assessed in the Salon

- Systolic values reached as high as 195 mmHg (African American participants), which classifies as a Hypertensive Crisis.
- Diastolic values reached as high as 120 mmHg (African American participants), which classifies as Hypertension Stage 2.

Average BP Reading by Race/Ethnicity

Race/Ethnicity	Avg Systolic	Avg of Diastolic	AHA Classification
African American	133	81	Hypertension Stage 1
Hispanic	126	81	Elevated
White	111	70	Normal
Other	131	79	Hypertension Stage 1

Project Expansion

Program sustainability
Identify new outreach
locations (2)

New 3-part educational
series: ***Pressure Point***
to address
hypertension control

Heart Healthy walking
challenge in Fall 2025
implemented in both
barber and beauty
school

Client Engagement



Pressure Point Challenge

- Developed challenge to provide education, resources and encourage blood pressure screenings.
- Hosted at both barbershops and beauty salons.
- Friendly competition ran throughout the month of June in Quarter 4.
- Participation rates for our outreach screening events increased by 14% compared to the previous Quarter 3.
- Recognized (3) winning barbers, (2) stylists, and (1) barbershop and salon that earned the most points.

Addressing Social Determinants of Health



The Southern Nevada Health District would like to learn about how easily you can get important things you need to stay healthy, like housing, food and transportation. Your answers to a short survey can help us connect you to resources and services.



Please scan this code to take our survey online.

You can also ask for a paper survey to fill out.

Your answers will not include any information that could identify you personally. Your answers will be kept confidential.

BARBERSHOP HEALTH

Your Health and Wellness Needs Survey

The Southern Nevada Health District would like to learn about how easily you can get important things you need to stay healthy, like housing, food and transportation. Your answers to the questions below can help us connect you to resources and services.

Your answers will not include any information that could identify you personally. Your answers will be kept confidential.

Your Housing Needs:

What is your housing situation today? Check one.

- ☐ I have permanent housing.
- ☐ I do not have permanent housing. (I am temporarily staying with others, in a hotel or in a shelter, I am living outside on the street, in a car or in a park)
- ☐ I prefer not to answer this question.

Are you worried about losing your housing?

- ☐ Yes
- ☐ No
- ☐ I prefer not to answer this question.

Your Food Needs:

In the last 12 months, did you worry you would run out of food before you got money to buy more? Check one.

- ☐ Most of the time
- ☐ Sometimes
- ☐ Never or hardly ever
- ☐ I prefer not to answer this question.

Your Transportation Needs:

In the last 12 months, has not having transportation kept you from getting to medical appointments, work or somewhere else you needed to go? Check all that apply.

- ☐ Yes, it has kept me from getting to where I need to go.
- ☐ No, I have been able to get to where I need to go.
- ☐ I prefer not to answer this question.

Your Health Care: What kind of health insurance do you have? Check one.

- ☐ None/uninsured
- ☐ Medicaid
- ☐ Medicare
- ☐ Private insurance
- ☐ I prefer not to answer this question.

What is your zip code?

Leave blank if you don't know it or don't have one.

Social Determinants of Health Tool Adapted from The Centers for Medicare and Medicaid Services (CMS) Accountable Health Communities Screening Tool & Protocol for Responding to and Assessing Patients' Assets, Risks, and Experiences (PRAPARE) Rev. 3/2018

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Would you like more information?



The Southern Nevada Health District can connect you to resources and services to stay healthy. Visit GetHealthyClarkCounty.org for resources to eat better, get moving, manage your risk from chronic disease, and live tobacco-free.

www.gethealthy.clarkcounty.org



- Integrated Social Determinants of Health screening tool to assess client needs.
- Planning to pilot the project in (2) BSHOP/BeSHOP locations
- Planning to implement pilot project in partnership with Roseman University's GENESIS Program as the direct referral source.

** Pending grant funding

MARKETING AND PROMOTION

Barbershop Signage



Care about your
HEART
 like you care about your
HAIR

Your hair may change, but your heart will
 stay with you forever if you take care of it.

FREE BLOOD PRESSURE CHECKS

FAIR KUTZ	MASTERPIECE #2	BLADE MASTERS
JUNE 8	JUNE 9	JUNE 16
3PM-5PM	10AM-1PM	10AM-1PM

www.get**healthy**clarkcounty.org

GET MOVING. BE SAFE. EAT BETTER. LIVE TOBACCO-FREE.

 **BARBERSHOP HEALTH
 OUTREACH PROJECT**
Take it beyond the chair!

FOR MORE INFORMATION,
 TALK TO YOUR BARBER

Social Media Ads

- RJ Takeover
- Web Banner
- Facebook/IG
- Black Image Magazine

Get to the HEART of the matter



Every 43 seconds someone in the United States has a heart attack, and every four minutes someone dies from a stroke.

Do you know the warning signs?

- Chest discomfort, including uncomfortable pressure, squeezing, fullness or pain.
- Discomfort in other upper body areas, including one or both arms, the back, neck, jaw or stomach.
- Shortness of breath that occurs with or without chest discomfort.
- Breaking out in a cold sweat, nausea or lightheadedness.



Take action to improve your heart health. Sign-up for a **FREE Blood Pressure Self-Monitoring Program offered at the YMCA of Southern Nevada. To enroll, contact Lindsey Edmond (702) 838-4901 or email lindseyledmond@lssvegasymca.org.**

Learn more about how to keep your heart healthy at GetHealthyClarkCounty.org



www.gethealthyclarkcounty.org
a division of SNV in the region

This publication was prepared by the Nevada State Division of Public and Behavioral Health through Grant Number 5U49CE00070718-01 from the Division for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Division for the CDC.

Bus Stop Ad

Care about your HEART like you care about your HAIR

A photograph of a young woman with dark, curly hair, smiling and looking towards the camera. She is wearing a white, textured sweater. The background is a solid light blue.

Your hair may change, but your heart will stay with you forever — if you take care of it.

The Southern Nevada Health District is partnering with local beauty shops to raise awareness about the risk for heart disease and stroke in women by offering:

- Blood pressure screenings
- Health education
- Referrals to health care providers

Did you know?

- Of African-American women ages 20 and older, 49 percent have heart disease.
- Only 1 in 5 African-American women believes she is at risk.
- Only 52 percent of African-American women are aware of the signs and symptoms of a heart attack.

A logo for the Beauty Shop Health Outreach Project. It features a stylized black afro hairstyle with a pair of scissors cutting into it from the left. The text 'Beauty Shop Health Outreach Project' is written in a bold, sans-serif font above the afro, and 'Healthy beyond your hair!' is written in a script font below it.

**BEAUTY SHOP HEALTH
OUTREACH PROJECT**

Healthy beyond your hair!

www.get**healthy**clarkcounty.org
GET MOVING. BE SAFE. SAY BETTER. TRY TOBACCO-FREE.

The logo for the Southern Nevada Health District (SNHD). It features the letters 'SNHD' in a large, bold, sans-serif font. Below the letters, the text 'Southern Nevada Health District' is written in a smaller, sans-serif font.

**For more information about the Beauty Shop Health Outreach Project,
contact Aminah Harvey at harveya@snhd.org**

This publication was supported by the Nevada State Division of Public and Behavioral Health through Grant Number 1 A58090000000000000000 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Division nor the Centers for Disease Control and Prevention.

KCEP Power 88.1 Radio Ad



HIGHER ACTIVITY, **LOWER BLOOD PRESSURE**

www.get**thehealthy**clarkcounty.org
Get reports, get advice, get better. Use this code.

SNV
SAN JOSE VALLEY
 WATER

Care about your
HEART
like you care about your
HAIR

Your hair will change, but your heart will stay with you forever. If you take care of it. February is American Heart Month. Heart disease and stroke is the No. 1 killer in women, and stroke affects African-Americans at an alarmingly higher rate. To learn more about heart disease in women visit www.gettheheartcentercounty.org

  **BEAUTY SHOP HEALTH
OUTREACH PROJECT**
Healthy beyond your hair!



DON'T PUT YOUR HEALTH ON PAUSE

Discover the link between perimenopause, menopause, heart health, and how it impacts your health.

Join us for **Salen Talk** for an empowering discussion on heart health with expert panelists, who will share practical tips and guidance on:

- **Understanding Perimenopause:** What is perimenopause and how does it affect women's health?
- **Heart Health Awareness:** The impact of hormonal changes on the heart.

Date: Sunday, May 18th 2025
Time: 3pm-5pm
Location: Ego Tripp Salon
 205 W Centennial Pkwy Ste 100,
 North Las Vegas, NV 89084

Learn more at getthehealthyclarkcounty.org










HEART OF THE COMMUNITY

BLOCK PARTY

It's a new year! Kickstart your health and wellness goals for 2025 with the Southern Nevada Health District as we host the Heart of the Community Block Party.

SAT, FEB. 15 | 11AM - 3PM

MARTIN LUTHER KING JR. SENIOR CENTER
2420 N. M.L.K. BLVD. BUILDING B, NORTH LAS VEGAS, NV 89032



Don't miss the party! Visit:
getthehealthyclarkcounty.org/block-party
to learn more.



Heart of the Community Block Party:

- Hosted a community outreach event to commemorate **American Heart Month**
- Partnered with community partners to provide resources and onsite medical services
- FREE haircuts/styles from BSHOP/BeSHOP partners
- Facilitated educational 'Talk with a Doc' session

Move to the Beat

- Partnership with the Health is Wealth Tour created by Fade'em All Barbershop Owner
- Barber led community walks

Community Outreach



SHOP TALK:
CUT TO THE CHASE
ADDRESSING MEN'S HEALTH ISSUES

Join the Barbershop Health Outreach Project (BSHOP), in collaboration with the Men's Room, to address prevalence of men's health issues. It's time to prioritize your health and stop making excuses. Expert health professionals will lead discussions on general men's health, cardiovascular health, erectile dysfunction, prostate cancer in a safe space created for MEN ONLY. This thought-provoking dialogue will provide opportunity for men to engage in in-depth conversations about health and wellness.

MASTERPIECE BARBER SCHOOL
3510 E. BONANZA, LAS VEGAS, NV. 89110

THURSDAY, JUNE 27
6:00 PM-8:00 PM

FREE EVENT FOR MEN ONLY SPACE IS LIMITED, PLEASE REGISTER
QUESTIONS, CONTACT HARVEYA@SNHD.ORG

Logos for SNHD, Barbershop Health Outreach Project, and other partners.



Annual event focused on addressing Men's Heart Health in an open dialogue format.

Shop Talk

- Creates a safe space for men to share health related issues in a non-judgement and unfiltered dialogue.
- Intended to improve the trajectory of men's health.
- All topics have a correlation with the risk of cardiovascular disease and stroke. Shop Talk provides Black Men with a blueprint to health and wellness with discussion topics not limited to mental health, prostate cancer, physical activity, nutrition, access to care, etc.

***Upcoming Shop Talk event; Thursday, August 7th at Blade Masters Barbershop**



Annual event focused on addressing women's health issues

Salon Talk

- 2024 event, **'A Healthy You is a Beautiful You'** focused on health and beauty. Panelists addressed routine screenings, how to navigate the healthcare system and self-advocate with a primary care healthcare provider.
- 2025 event, **'Don't Put Your Health on Pause'** focused on the impact of perimenopause, menopause and cardiovascular health.

****Supported by Senator Dina Neal and Councilwoman Shondra Summers Armstrong**



Program Sustainability

- Blood Pressure Screening Stations
- Self-Administered FREE screenings
 - Available for public use
- Steps on how to accurately measure BP
 - Heart Education & Resources
 - **Locations:**
 - Executive Cuts
 - Blade Masters
 - Master Barbering Galo
 - The Beauty Spot



Thank you!

Contact: Amineh Harvey, MPH

Email: harveya@snhd.org

Phone: (702) 759-0790

