

CUT FOR LIFE— HAIRSTYLISTS AND BARBERS AGAINST AIDS

BRT  **BUSINESS
RESPONDS
TO AIDS**
STOPPING AIDS IS EVERYONE'S BUSINESS



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

 **CUT
FOR
LIFE**
Hairstylists and Barbers Against AIDS

CUT FOR LIFE—

HAIRSTYLISTS AND BARBERS AGAINST AIDS

Dear Barbers and Hairstylists,

Let's face it—combatting HIV and AIDS is a daunting challenge, but businesses like yours can help us overcome it.

Today, an estimated 1.1 million people in the United States are living with HIV and many of them don't know it. While great progress has been made in preventing and treating HIV, the Centers for Disease Control and Prevention (CDC) knows there is still more work to be done to address the HIV epidemic, particularly in the Black/African American and Hispanic/Latino communities. We need your help.

Cut For Life—Hairstylists and Barbers Against AIDS, an extension of the Business Responds to AIDS (BRTA) program, was developed by the CDC to provide hair care professionals with the tools and resources needed to raise awareness about HIV prevention in communities that are most affected by HIV. As trusted professionals in the community, you can help spread the word about HIV.

Enclosed you will find a Cut For Life toolkit that includes basic information about HIV and AIDS, how to encourage dialogue about HIV and AIDS with your clients, and links to helpful resources around the web with more information.

As you know, a healthy community is a strong community and working together, we can change the face of HIV in communities—one cut at a time. For more information about BRTA and to join Cut For Life, visit www.cdc.gov/BRTA.

We look forward to working with you to raise awareness of this important issue and act against HIV and AIDS in your community.

Nakesha Powell, MPA

Health Communications Specialist, National Partnerships Team
Prevention Communication Branch
Division of HIV/AIDS Prevention
National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Centers for Disease Control and Prevention

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Cut for Life, a Business Responds to AIDS initiative, engages hair care professionals across the country in sharing HIV prevention messages and resources with their clients.

Hair care professionals have always been a reliable fixture in communities. As a trusted and respected professional, you create relationships of trust with your clients. That's why you can play such a pivotal role in HIV awareness and prevention. Your clients may be more likely to listen to what you say about important topics, like HIV.

How to Get Involved

- Host outreach events in your shop/salon.
- Distribute free educational materials that talk about HIV prevention.
- Talk to your clients about basic HIV facts, knowing their status, and seeking treatment if needed.
- Partner with local health departments and community-based organizations to expand HIV testing efforts in your community.
- Participate in trainings to keep you updated on the latest HIV facts and outreach tips and strategies.
- Volunteer at a local event or form a team for the annual AIDS Walk and 5K Run in your city.



Why Get Involved

- Help save lives—HIV is 100% preventable.
- Empower your clients and staff.
- Connect with a national movement.
- Show that your business cares about the community.



To learn more or to join the BRTA Cut For Life initiative, email BRTA@cdc.gov. You can also visit www.cdc.gov/BRTA.

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Healthy customers equal healthy businesses and build even healthier communities. Raising awareness about HIV and AIDS prevention will help strengthen the overall health of your community one person at a time. As a salon or barbershop, your business is often the heartbeat of your community and is a safe space where your clients discuss topics related to their personal lives, politics, and pop culture.

As a partner of the BRTA Cut For Life initiative, one of the many ways to get involved is to host a Shop Talk event. Invite community leaders, healthcare professionals, and your clients to the barbershop or salon for an open dialogue about HIV/AIDS awareness and prevention, and what can be done in your community to combat transmission of HIV.

Interested in hosting a Shop Talk event in your community? Here are a few tips to get started.

8 Tips for a Successful Shop Talk

- 1 You know your clients best - who they are and what messages they need to hear. Personalize your Shop Talk to fit their needs.
- 2 Determine the best forum for reaching your clients. Is it one-on-one dialogue during their appointment or a group session with several clients at once?
- 3 Determine the information and tools you will need on hand to help guide the conversation. Visit CDC's website (www.cdc.gov/HIV) to make sure you have the most accurate and up-to-date information and statistics about HIV and AIDS.
- 4 Consider partnering with your local health department for additional information and support.
- 5 Display Cut for Life and/or Act Against AIDS posters and resources on your work station mirror to spark conversation and promote Shop Talks.
- 6 Encourage your clients to participate in Shop Talks via emails, social media, posters, palm cards, etc.
- 7 Obtain feedback from participants so that you can improve future Shop Talks.
- 8 Refer your clients to www.cdc.gov/ActAgainstAIDS for more information about HIV and AIDS. Clients can also text their zip code to "KnowIt" (566948) to find out where to get tested in their community.



Whether you choose to distribute HIV-related materials or hold Shop Talk events, as a trusted and credible voice, you have a unique opportunity to provide valuable HIV and AIDS information that can change your clients' lives. The comfortable, familiar, and intimate environment of your shop or salon easily invites opportunities for shop talks and awareness events.

Join the fight and move towards an AIDS-free generation. Email BRTA@cdc.gov or visit www.cdc.gov/BRTA for more information.

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FACT CHECK: HIV AND AIDS

What is the difference between HIV and AIDS?

HIV stands for human immunodeficiency virus. It is the virus that can lead to acquired immunodeficiency syndrome, or AIDS. Unlike some other viruses, the human body cannot get rid of HIV. That means that once you have HIV, you have it for life. However, being HIV-positive does not mean you have AIDS. AIDS stands for acquired immunodeficiency syndrome. This is the stage of infection that occurs when your immune system is badly damaged and you become vulnerable to infections and infection-related cancers called opportunistic illnesses. AIDS is the most advanced stage of HIV disease. HIV can lead to AIDS if a person does not get treatment or take care of their health.

Can I get HIV from casual contact?

For example: *Kissing, shaking hands, hugging, using a toilet, drinking from the same glass, or the sneezing and coughing of an infected person.*

No. HIV is not spread by day-to-day contact in the workplace, schools, or social settings. HIV is not spread through shaking hands, hugging, or a casual kiss. You cannot become infected from a toilet seat, a drinking fountain, a doorknob, dishes, drinking glasses, food, cigarettes, pets, or insects. HIV is not spread through the air, and it does not live long outside the body. Most commonly, people get or transmit HIV through sexual behaviors and needle or syringe use.

How can I prevent getting HIV?

You can use strategies such as abstinence (not having sex), limiting your number of sexual partners, never sharing needles, and using condoms the right way every time you have sex. You may also be able to take advantage of newer HIV prevention medicines such as pre-exposure prophylaxis (PrEP). PrEP is when people at very high risk for HIV take HIV medicines daily to lower their chances of getting infected.

STATISTICS: HIV AND AIDS

- In 2016, 39,782 people received an HIV diagnosis.
- Of the people living with HIV in the United States, about 15%, or 1 in 7, do not know they have it.
- In 2014, an estimated 20,896 people were diagnosed with AIDS.
- In 2013, 6,955 deaths were attributed directly to HIV or AIDS.

Black/African American*

- In 2016, while African Americans represented approximately 12 percent of the total U.S. population, they accounted for almost half (44 percent) of all new HIV diagnoses.
- African American men accounted for almost one-third (32 percent) of all new HIV infections in the United States and accounted for 73 percent of new HIV infections among African Americans overall.
- Among all women diagnosed with HIV in 2016, an estimated 61 percent (4,560) were African American.

Hispanic/Latino

- In 2015, Hispanics/Latinos represented approximately 18 percent of the total U.S. population, but accounted for 24 percent of all new HIV diagnoses in the United States and six dependent areas.
- The rate of new HIV infections for Hispanic/Latino males was 2.9 times that for white males, and the rate of new infections for Hispanic/Latina was 4.2 times that for white females.

Gay, Bisexual, and Other Men Who Have Sex with Men (MSM)

- Men who have sex with men (MSM) remain the group most heavily affected by HIV in the United States.
- Gay and bisexual men accounted for 67 percent of people diagnosed with HIV.
- Among all gay and bisexual men who received an HIV diagnosis in the United States in 2016, African Americans accounted for the highest number (10,223; 38%), followed by Hispanics/Latinos (7,425; 28%).
- Young African American MSM continue to bear the heaviest burden. In 2016, an estimated 36 percent (3,719) of African American gay and bisexual men diagnosed with HIV were aged 13-24.
- From 2010 to 2014, HIV diagnoses increased by 14% among Hispanic/Latino gay and bisexual men.

* Referred to as *African American* in this toolkit.

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CAMPAIGN RESOURCES

These campaigns raise awareness about HIV and AIDS, and can serve as conversation starters with your clients. Each campaign has materials such as palm cards, banners, posters, and videos that you can share.



Act Against AIDS is a national initiative focused on raising awareness among all Americans and reducing the risk of infection among the hardest-hit populations—African Americans, Hispanic/Latinos, gay and bisexual men, transgender women, and other communities at increased risk. *Act Against AIDS* includes multiple campaigns that deliver compelling and relevant messages about HIV.



Let's Stop HIV Together

Let's Stop HIV Together raises awareness about how HIV affects every corner of American society and fights stigma by giving a voice to people living with HIV, as well as their friends and family. Campaign participants share their stories and call on everyone to work together to stop HIV.

www.cdc.gov/together



Start Talking. Stop HIV.

Start Talking. Stop HIV, a campaign for gay and bisexual men, encourages open communication between sex partners and friends about HIV prevention strategies. It provides practical tools and tips to help gay and bisexual men share their HIV status and talk about condom use, medicines that prevent and treat HIV, and other prevention topics.

www.cdc.gov/starttalking



Treatment Works

HIV Treatment Works encourages people living with HIV to get in care and stay on treatment. The campaign features people talking about how they overcame barriers to get and stay in care and how treatment helps them stay healthy and protect others. Campaign resources also help people find HIV care providers and support groups and live well with HIV.

www.cdc.gov/hivtreatmentworks



Doing It

The *Doing It* campaign encourages all adults to get tested for HIV. For people living with HIV, testing is the gateway to HIV treatment, which can help them live longer, healthier lives and reduce their chance of transmitting the virus. Campaign materials feature community leaders, influencers, and celebrities who represent diverse communities, including some of the hardest-hit populations.

www.cdc.gov/doingit

 www.cdc.gov/ActAgainstAIDS  [ActAgainstAIDS](https://www.facebook.com/ActAgainstAIDS)  [@talkHIV](https://twitter.com/talkHIV)  [ActAgainstAIDS](https://www.instagram.com/ActAgainstAIDS)

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RESOURCES

For additional information:

- **Business Responds to AIDS**
cdc.gov/BRTA
- **CDC Act Against AIDS Initiative**
cdc.gov/ActAgainstAIDS
- **National Prevention Information Network (NPIN)**
npin.cdc.gov
- **HIV and AIDS Awareness Days**
hiv.gov/events/awareness-days
- **Find out where you can get HIV, STD, and hepatitis testing and STD and hepatitis vaccines around the United States:**
gettested.cdc.gov



How can I get involved?

To learn more or to join the BRTA Cut For Life initiative, email BRTA@cdc.gov. You can also visit www.cdc.gov/BRTA.

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HIV AND AIDS AWARENESS DAYS

National HIV Awareness Days are a great opportunity to raise awareness about HIV and AIDS your community. For your convenience, this calendar is a helpful reminder to keep the conversation going.

OBSERVANCES



National Black HIV/AIDS Awareness Day
February 7



National Caribbean American HIV/AIDS Awareness Day
June 8



National Women and Girls HIV/AIDS Awareness Day
March 10



National HIV Testing Day
June 27



National Native HIV/AIDS Awareness Day
March 20



National HIV/AIDS and Aging Awareness Day
September 18



National Youth HIV & AIDS Awareness Day
April 10



National Gay Men's HIV/AIDS Awareness Day
September 27



National Transgender HIV Testing Day
April 18



National Latinx AIDS Awareness Day
October 15



HIV Vaccine Awareness Day
May 18



World AIDS Day
December 1



National Asian & Pacific Islander HIV/AIDS Awareness Day
May 19