**Cover Sheet for Example Documentation**

Please complete the following form and submit along with your documentation. If you have any questions, please email us at [accreditation@astho.org](mailto:accreditation@astho.org).

The following documentation has been submitted to ASTHO for the Accreditation Library as a potential example of Health Department documentation that might meet the **PHAB Domain 3 Standard 3.1 Measure 3.1.2A**

This document is not intended to be a template, but is a reference as state health agencies develop and select accreditation documentation specific to the health department’s activities.

Please note that the inclusion of documentation in this library does not indicate official approval or acceptance by PHAB.

<table>
<thead>
<tr>
<th>Document Title:</th>
<th>ADH OMHHD AMBBHI*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Document Date:</td>
<td>2013</td>
</tr>
<tr>
<td>Version of Standards and Measures Used:</td>
<td>1.0</td>
</tr>
<tr>
<td>Related PHAB Standard and Measure Number:</td>
<td>3.1.2A</td>
</tr>
</tbody>
</table>

**Domain:** 3  **Standard:** 3.1  **Measure:** 3.1.2A  **Required Documentation:** 1.2

**Short description of how this document meets the Standard and Measure’s requirements:**

This document demonstrates the implementation of the 2013 Arkansas Minority Barber & Beauty Shop Health Initiative (AMBBHI). AMBBHI is an initiative developed by ADH’s Office of Minority Health & Health Disparities. It is a community-based effort implemented with partners to focus primarily on hypertension. Cover sheet included. Dates noted on cover sheet. Page numbers are noted on the lower left corner of the document.

*Document received a score of “Fully Demonstrated” by PHAB during accreditation*

<table>
<thead>
<tr>
<th>Submitting Agency:</th>
<th>Arkansas Department of Health (ADH)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staff Contact Name:</strong></td>
<td>Dr. Letitia de Graft-Johnson</td>
</tr>
<tr>
<td><strong>Staff Contact Position:</strong></td>
<td>Director, Office of Performance Improvement Management</td>
</tr>
<tr>
<td><strong>Staff Contact Email:</strong></td>
<td><a href="mailto:Letitia.deGraft-Johnson@arkansas.gov">Letitia.deGraft-Johnson@arkansas.gov</a></td>
</tr>
<tr>
<td><strong>Staff Contact Phone:</strong></td>
<td>(501) 280-4884</td>
</tr>
</tbody>
</table>

**Can we attribute the document to your agency?**
- ☒ Yes, you can include our agency name when posting
- ☐ No, please post the document anonymously

**Can we include staff name and contact information with the documentation?**
Yes, you can include staff contact information
☐ No, please do not include staff contact information

Thank you for submitting your health agency’s documentation to the Accreditation Library. We appreciate your contribution to this resource, and we look forward to continuing to provide you with assistance in your accreditation work.

The following are PHAB’s policies for all submitted documentation:

a. No draft documents will be accepted for review by PHAB.
b. All documentation must be in effect and in use at the time that they are submitted to PHAB.
c. Documents must be submitted to PHAB electronically. Hard copies of documents must be scanned into an electronic format for submission. PHAB will not accept hard copies of any documentation, either with documentation submission or at the site visit. In order for documentation to be considered by site visitors it must be in an electronic format and included in the health department’s record of documentation in the e-PHAB system.
d. A PDF version of all documentation is preferred. If a document is not a PDF, it should be in a commonly used program such as Word, Excel, or PowerPoint. Documents created using health department specific software, special graphics, or other program not commonly used, will not be accepted.
e. In many cases, a measure is demonstrated only once, at a central point in the health department. Examples of these types of documentation requirements include department-wide policies (such as human resource policies), procedures, and plans. In these cases the requirement is for a specific, central document, rather than for examples.
f. Where documentation requires examples, health departments must submit two examples, unless otherwise noted in the list of required documentation or the guidance.
g. Health departments are encouraged to provide narrative that describes how the submitted document relates to and meets the requirement. Text boxes will be provided by e-PHAB for health departments to include descriptions and explanations.
h. Health departments must comply with e-PHAB electronic submission requirements and processes.

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ADH OMHHD AMBBHI
Dear Community Partner:

The Arkansas Department of Health - Office of Minority Health & Health Disparities and Chronic Disease Prevention and Control Branch are pleased to announce the Arkansas Minority Barber & Beauty Shop Health Initiative, which was developed to increase public awareness about heart disease and stroke. Heart Disease is the leading cause of death in Arkansas and stroke is the #4 leading cause. In the nation, Arkansas ranks #1 for stroke deaths. These are sobering statistics and in human terms, there are about 5 deaths and another 20-30 nonfatal strokes every day in Arkansas. African Americans are most affected by heart disease and stroke contributing to their lower life expectancy. After suffering from a heart attack, approximately 1 in 4 women will die within the first year, compared to 1 in 5 men. Almost half of all Arkansas adults have high blood pressure - which is a major risk factor for heart disease and stroke – with the majority of these cases not being controlled. Clearly, high blood pressure and its resulting health consequences should be regarded as the #1 health problem for the state and ADH is expanding our outreach to include non-traditional health care settings, such as barbershops and beauty salons.

The Arkansas Minority Barber & Beauty Shop Health Initiative will be held on Saturday, July 27, 2013 at ten (10) locally owned minority barber & beauty shops, colleges and salons. It will incorporate Million Hearts™ which focuses on coordinating and enhancing cardiovascular disease prevention activities across the nation to prevent 1 million heart attacks and strokes by 2017. During the event, FREE blood pressure checks, blood glucose, body mass index, cholesterol screenings and tobacco cessation information will be provided to attendees. General health literature and educational materials on chronic disease, tobacco prevention, physical activity and nutrition will also be provided. The ten participating sites are:

- Moore Than Enough (Sherwood)
- Lois & Ray’s Salon (LR)
- New Image Salon, Spa & Barber (NLR)
- New Tyler Barber College (NLR)
- Velvatex College & Beauty Culture (LR)
- Dazzling Creations Salon (LR)
- Salón de Belleza Patricia (LR)
- Panache’ Beauty & Barber Salon (NLR)
- Washington Barber College (LR)
- Trinity Salon (LR)

We are currently looking for volunteers, sponsors and program partners to work with us on this initiative. If you are interested in joining this effort, please contact Joy Carrington at 501-661-2958 or Joy.Carrington@arkansas.gov. To sign-up to volunteer, click the following link: https://www.surveymonkey.com/s/barbershop. With almost half of all Arkansas adults having high blood pressure, we all have a role to play in reducing heart disease and stroke. Hair salon and barber shops have a unique audience and provide an excellent forum for awareness, education, screening and referral activities. We look forward to having you join us and other community partners to address this issue.

Sincerely,

Michelle R. Smith      Namvar Zohoori
Michelle R. Smith, PhD, MPH      Namvar Zohoori, MD, MPH, PhD
Director, Office of Minority Health & Health Disparities      Director, Chronic Disease Prevention and Control Branch
Arkansas Department of Health    Associate Director for Science
4815 W. Markham, Slot 39      Center for Health Advancement
Little Rock, AR 72205
Direct: (501) 280-4192 Email: michelle.r.smith@arkansas.gov
MISSION AND GOAL:
The mission of the Arkansas Minority Barber & Beauty Shop Health Initiative is to increase public awareness about heart disease and stroke. The goal is to empower minorities to better understand hypertension prevention and management. This initiative will carry out its mission by incorporating Million Hearts™ which will focus on coordinating and enhancing cardiovascular disease prevention activities across the nation to prevent 1 million heart attacks and strokes by 2017. Million Hearts will promote the "ABCS" of clinical prevention (Appropriate aspirin therapy, Blood pressure control, Cholesterol management, and Smoking cessation) as well as healthier lifestyle.

OBJECTIVES:
The primary objectives of the Arkansas Minority Barber & Beauty Shop Health Initiative are three-fold:
- **SCREEN:** Provide diabetes, hypertension, and cholesterol screening
- **EDUCATE:** Teach communities about the importance of proper diet, physical exercise, recognizing signs and symptoms of chronic diseases.
- **REFER:** Refer high risk individuals identified through screening to local health units.

ARKANSAS STATISTICS:
- Almost half of all Arkansas adults have high blood pressure (*2007 ARCHES*).
- Heart disease and stroke are the first and fourth leading causes of death in Arkansas.
- Arkansas has the highest stroke death rate and 6th highest cardiovascular disease death rate in the nation.
- In 2010, 9,015 deaths occurred due to heart disease and stroke in Arkansas; almost 2,000 of the deaths were among adults younger than age 65 (*CDC Wonder*).

HEART DISEASE & STROKE AND RACE:
- African Americans are most affected by heart disease and stroke contributing to their lower life expectancy.
- In 2010 in Arkansas, heart disease & stroke rate among African Americans was 22% higher than Whites and 71% higher than Latinos (*CDC Wonder*).
- As of 2007, in the U.S., African American adults of both genders were 40% more likely to have high blood pressure and 10% less likely than their white counterparts to have their blood pressure under control.

HIGH BLOOD PRESSURE AND AGE:
- Hypertension diagnosis occurs at early ages for African Americans compared to their white counterparts.
- Approximately 75% of the African Americans were diagnosed with hypertension at < 45 years of age compared to 58% of their white counterparts (*2009 CDC BRFSS WEAT*).

HEART DISEASE AND GENDER:
- Heart disease is the leading cause of death for American women, killing nearly 422,000 each year in the U.S. In Arkansas 3,448 (47%) women died of heart disease in 2010 (*CDC Wonder*). Following a heart attack, approximately 1 in 4 women will die within the first year, compared to 1 in 5 men.

TOBACCO USE IN ARKANSAS:
- Smoking, alone, kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in Arkansas who dies from smoking approximately 20 more residents suffer from serious smoking related disease. Compared to non-smokers, smoking is estimated to increase the risk of coronary heart disease 2-4 times, and stroke 2-4 times (*CDC Tobacco Data-Statistics*). For these reasons it is critical for the Tobacco Prevention & Cessation Program to join with the Arkansas Minority Barber & Beauty Shop Health Initiative.
VOLUNTEER TRAINING  
Monday, July 15, 2013  
5:30pm – 6:30pm  
AGENDA

5:30-5:35 pm   Welcome & Introductions  
Dr. Michelle R. Smith, Director  
Office of Minority Health & Health Disparities - AR Department of Health

5:35 – 5:40 pm   HIPPA / Consent Forms/ Waivers  
Reginald Rogers, Attorney  
Office of the Director - AR Department of Health

5:40 – 5:45 pm   Remarks  
Dr. Nathaniel Smith, Interim Director and State Health Officer  
Office of the Director - AR Department of Health

Dr. Namvar Zohoori, Director  
Center for Health Advancement – AR Department of Health

5:45 – 6:00 pm   Program Review / Background / Presentation

6:00 – 6:05 pm   Break – Go to designated areas for breakout training

6:05 – 6:30 pm   Breakout Group Training

**Team Captains** (Auditorium)  
Dr. Michelle R. Smith

**Nurses** (5th Floor Briefing Room)  
Dr. Zenobia Harris / Teresa Conner

**Dietitians** (5th Floor Dir. Conference)  
Bonnie Bradley / Shannon Hendrix

**S.O.S.** (Auditorium)  
Arlene Rose

**Volunteers** (L-137)  
Joy Carrington / Marilyn Clark

**EVENT DATE: SATURDAY JULY 27**
Planning Meeting
Arkansas Department of Health
Office of Minority Health & Health Disparities
November 4, 2013
Rupa Sharma, Epidemiologist
Office of Minority Health & Health Disparities (OMHHD)
Mission of AMBBHI
Increase public awareness about heart disease and stroke.

Goal
Empower minorities to better understand hypertension prevention and management.
- **SCREEN**: hypertension, cholesterol, and diabetes, screening.

- **EDUCATE**: importance of proper diet, physical exercise, recognizing signs and symptoms of chronic diseases.

- **REFER**: referral services for high risk individuals identified through screening.

Objectives of AMBBHI, July 2013
July 27, 2013

- ADH Office of Minority Health & Health Disparities
- ADH Chronic Disease Prevention and Control Branch
- ADH Tobacco Prevention & Cessation
- Center for Disease Control & prevention
- Arkansas Minority Health Commission
- Baptist Health Community Outreach Program
- Arkansas Medical, Dental and Pharmaceutical Association

AMBBHII Principle Sponsors
- American Heart Association (High Blood Pressure Program)
- Arkansas Black Hall of Fame
- LCB Nail Laquer
- Arkansas State Board of Barber Examiners
- UAMS College of Nursing
- Hola Arkansas
- Fox 16 News
- UAMS College of Nursing
- Arkansas Foundation for Medical Care
- University of Arkansas Division of Agriculture
- AKA Sorority Inc.
- Delta (DST) Sorority Inc.
- Omega Psi Phi Fraternity Inc.
- Dazzling Creations Salon
- Lois & Ray’s Salon
- Moore Than Enough Salon
- New Image Salon, Spa & Barber
- New Tyler Barber College
- Panache’ Beauty & Barber Salon
- Salon de Belleza Patricia
- Trinity Salon
- Velvatex College of Beauty Culture
- Washington Barber College

Participating Barber & Beauty Shops, 2013
Eighty two volunteers received orientation
Captain: Oversee the day’s event
Doctor: Medical consultations
Nurse: Screenings & referral services
Dietitian: Nutrition, physical activity, obesity assessment and counseling
SOS representative: quit line referrals
Community volunteers: interviews
<table>
<thead>
<tr>
<th>Findings from: demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total no. of customers screened</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>African American</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
</tr>
<tr>
<td>Age 18-49</td>
</tr>
<tr>
<td>HS diploma/GED/some college</td>
</tr>
<tr>
<td>Insurance</td>
</tr>
</tbody>
</table>

Source: AMBBHI contact forms, July 27, 2013
<table>
<thead>
<tr>
<th>Health Indicator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current smokers</td>
<td>25%</td>
</tr>
<tr>
<td>Interested in quitting</td>
<td>78%</td>
</tr>
<tr>
<td>Overweight or obese</td>
<td>70%</td>
</tr>
<tr>
<td>Pre-hypertensive</td>
<td>23%</td>
</tr>
<tr>
<td>Hypertensive</td>
<td>20%</td>
</tr>
<tr>
<td>Told by health prof., have hypertension</td>
<td>39%</td>
</tr>
<tr>
<td>Taking prescribed medicine hypertension</td>
<td>49%</td>
</tr>
</tbody>
</table>

**Findings: health indicators**

Source: AMBBHI contact forms, July 27, 2013
### Findings: Health Indicators

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borderline Cholesterol</td>
<td>20%</td>
</tr>
<tr>
<td>High Cholesterol</td>
<td>6%</td>
</tr>
<tr>
<td>Pre-diabetic</td>
<td>18%</td>
</tr>
<tr>
<td>Diabetic</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: AMBBHI contact forms, July 27, 2013
<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>General nutrition education</td>
<td>98</td>
</tr>
<tr>
<td>Smoker counseling</td>
<td>29</td>
</tr>
<tr>
<td>BMI Counseling</td>
<td>101</td>
</tr>
<tr>
<td>Cholesterol counseling</td>
<td>23</td>
</tr>
<tr>
<td>Diabetes counseling</td>
<td>31</td>
</tr>
</tbody>
</table>

**Findings: counseling**

Source: AMBBHI contact forms, July 27, 2013
Enrolled in high BP management 46
Referred to PCP 54
Referred to ER 3
Referred to charitable clinic 15
Referred to Baptist Wellness 13

Findings: referral

Source: AMBBHI contact forms, July 27, 2013
Better understanding of importance of health screening
99%

Improved my ability to deal with my health
98%

Benefited from screenings and counseling
89% to 99%

Findings: satisfaction

Source: AMBBHI contact forms, July 27, 2013
Please share with us something you learned today that you found valuable

Healthy diet, weight control (most frequent)
Knowing BP, cholesterol & sugar levels was very helpful
Know more about healthy life style & health resources

“Overcome smoking habit”
“Take medicine right”
“I really need to take care of myself”
“Keep walking”
“Good news on my health”
“There is more hope for the illness I have”
“Wonderful staff”
“Should do all over the community”
Thank you for your participation!
Save The Date!
Saturday, July 27, 2013

ARKANSAS MINORITY BARBER & BEAUTY SHOP Health Initiative

Free blood pressure & cholesterol screenings as well as information on quitting tobacco!

Participating Locations:

- Dazzling Creations Salon
- Lois & Ray’s Salon
- Moore Than Enough Salon
- New Image Salon, Spa & Barber
- New Tyler Barber College
- Panache’ Beauty & Barber Salon
- Salón de Belleza Patricia
- Trinity Salon
- Velvatex College of Beauty Culture
- Washington Barber College

For more information visit: http://1.usa.gov/Z5WXqS or call 501-661-2958.
Addresses of Participating Locations:

**Dazzling Creations Salon**
4310 John Barrow, Rd.
Little Rock I 501-562-5454

**Lois & Ray’s Salon**
10301 No. Rodney Parham, Ste. C15
Little Rock I 501-217-0900

**Moore Than Enough Salon**
9862 Hwy 107
Sherwood I 501-833-3460

**New Image Salon, Spa & Barber**
4501 JFK, Blvd.
North Little Rock I 501-771-2233

**New Tyler Barber College**
1221 Bishop Lindsey Ave.
North Little Rock I 501-375-0377

**Panache’ Beauty & Barber Salon**
2525 Willow St.
North Little Rock I 501-812-0370

**Salón de Belleza Patricia**
5319 W 65th St.
Little Rock I 501-565-6501

**Trinity Salon**
1200 John Barrow Rd., Ste. 302
Little Rock I 501-456-0219

**Velvatex College of Beauty Culture**
1520 MLK Dr.
Little Rock I 501-372-9678

**Washington Barber College**
5300 W 65th St.
Little Rock I 501-568-8800