

Increasing Access to PrEP for Women of Color by Leveraging Beauty Shops as Community Health Hubs and Mobile Healthcare: **The Beauty Shop Study**

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Learning Objectives

1. Participants will understand the current landscape of HIV infections in Black women in Texas
2. Participants will understand the purpose of the Beauty Shop Study
3. Participants will understand the importance of research as prevention

Black Women & HIV in Texas

- **56%** of all new HIV infections in women are Black women, despite accounting for **13%** of the female population in Texas (Texas Health and Human Services, 2023; US Census Bureau)
- From 2019-2022, Black people had an average PrEP coverage of **10.3%** (Odii et al., 2024)

The Beauty Shop Study

Phase 1: Building Community

- Identifying key community health advocates
- Needs assessment: survey and focus groups
- Preparing for rollout: what do we need to keep in mind?

Phase 2: Service Delivery

- Services on the MHU and/or referral coordination
- Women's health: pap smears, breast cancer screenings
- HIV and STI testing
- PrEP referrals

Phase 3: Gathering Feedback

- What went well?
- What needs improvement for next time?



TCU Purpose of the Beauty Shop Study

- Leveraging trusted community members to engage women in sexual health conversations
- Provide healthcare services and referrals to HIV testing, **PrEP prescriptions**, and women's health services





Why this work is important

- To end the HIV epidemic, research needs to focus on populations that are being affected the most
- Increasing **education** and eliminating barriers are important first steps to increasing HIV testing and PrEP use (Arnold et al., 2022)

Together we are **UNSTOPPABLE!**

Our Amazing Team!

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Beauty Shop Study
T C U

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Resources

- National Clinician Consultation Center

<http://nccc.ucsf.edu/>

- HIV Management
- Perinatal HIV
- HIV PrEP
- HIV PEP line
- HCV Management
- Substance Use Management

- Present on ECHO

- <https://hsc.unm.edu/scaetc/programs-services/echo.html>

- AETC National HIV Curriculum

<https://aidsetc.org/nhc>

- AETC National Coordinating Resource Center

<https://targethiv.org/library/aetc-national-coordinating-resource-center-0>

- HIVMA Resource Directory

<https://www.hivma.org/globalassets/ektron-import/hivma/hivma-resource-directory.pdf>

- Additional trainings
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