

# Bridging Collaborative Community Partnerships: Innovation in Advancing Men's Health Awareness through Trusted Conversations

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## BACKGROUND

Persistent disparities in men's health outcomes—particularly among Black and medically underserved populations—are exacerbated by limited access to preventive care, stigma surrounding male-specific cancers, and underutilization of trusted community spaces for health education. PCCNC and TCF launched Grow Your Own Way: Cuts & Conversations, a culturally responsive outreach initiative embedding health education into barbershops to normalize conversations around prostate and testicular cancer.

## OBJECTIVE

To evaluate the effectiveness of a grassroots, community-based intervention in increasing men's health awareness, fostering health literacy, and promoting early detection behaviors in traditionally underserved populations.

## METHODS

- **Setting:** Barbershops across North Carolina identified as culturally resonant and trusted spaces.
- **Intervention Components:**
  - Distribution of testicular self-exam shower hangers
  - Prostate cancer education materials
  - Barber-led health conversations
- **Evaluation Strategy:**
  - Qualitative feedback from barbers and patrons
  - Observational data on engagement and material uptake
  - Informal interviews assessing shifts in health-seeking behavior

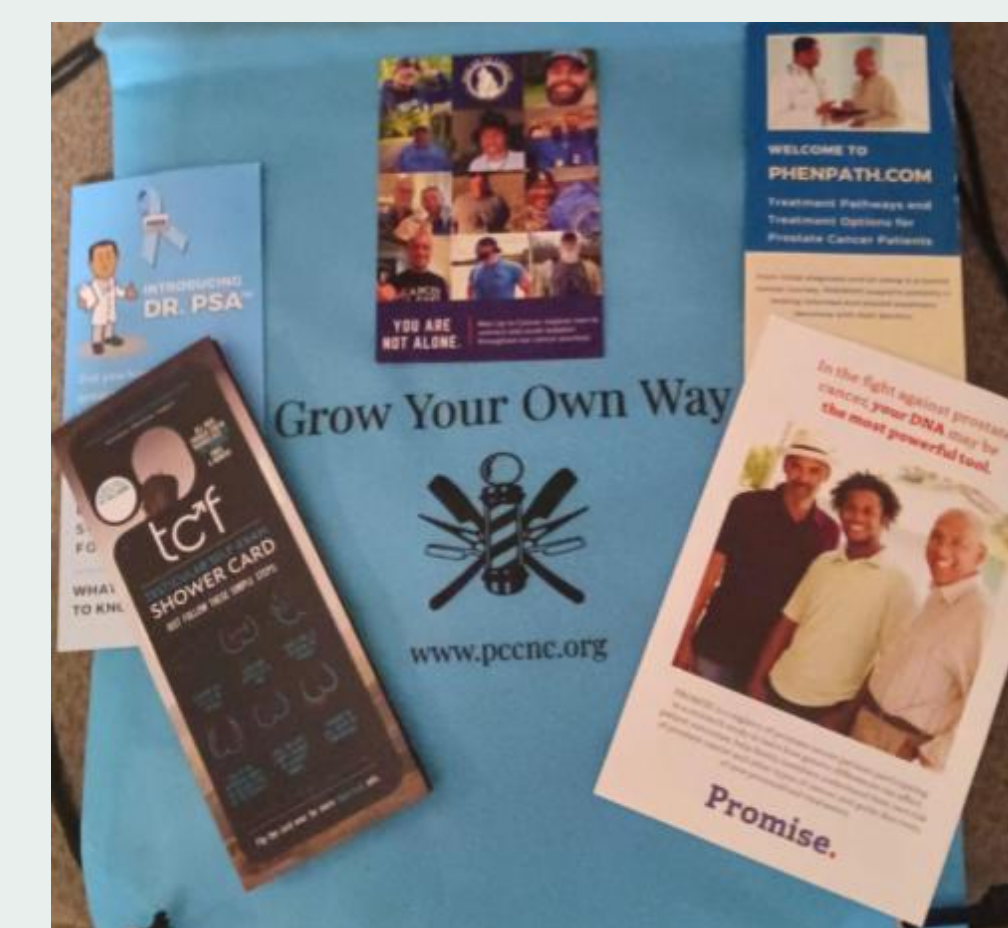
## RESULTS

- Over 500 shower hangers and educational materials distributed
- Barbers reported increased comfort initiating health conversations
- Patrons expressed greater willingness to discuss sensitive health topics
- Emergent themes included normalization of self-exams, increase interest in screenings, and desire for ongoing engagement.

### Grow Your Own Way



Cuts & Conversations



## THEORETICAL FRAMEWORK

- **Social-Ecological Model:** Recognizes the influence of interpersonal, community, and institutional factors on health behavior.
- **Community-Based Participatory Research (CBPR):** Ensures equitable stakeholder engagement and co-creation of outreach strategies.

## CONCLUSION

Embedding health education in culturally relevant, everyday environments can:

- Destigmatize men's health topics
- Promote early detection and preventive care
- Foster sustained engagement in medically underserved communities

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