“Shop Talk”

BEAUTICIANS EDUCATE CLIENTELE ABOUT BREAST, CERVICAL CANCER

Just off Ensley’s Bankhead Highway, a 5-mile drive from downtown Birmingham, patrons can obtain servings of hot fried chicken, complete furnishings from Rooms to Go® — and accurate, reliable health information, courtesy of UAB’s Division of Preventive Medicine.

At “Bernice’s Headquarters,” scores of women sit under dryers, reading or chatting. Strip mall neighbors are an arcade and the “Love of God” ministries. “I came up with the idea of ‘Shop Talk’ while I was sitting in a similar beauty salon, listening to women talk about health-related issues,” UAB Preventive Medicine Program Manager II and Principal Investigator of Shop Talk Theresa Wynn, PhD, says. “In between cutting, washing, and coloring hair, beauticians listened as clients talked about their health status, and that of their children and families. Serious issues surfaced, with stylists offering motivation and encouragement. As they offered practical advice, I thought; this is powerful.”

“So, Dr. Wynn designed a pilot project. Nine stylists at six local salons in Birmingham and Bessemer gave up three Mondays, their free day, to be trained about cancer and its causes (almost 60% had believed air causes cancer to spread), the value of breast self-exams, mammograms, Pap tests, and how to set up and use a health library.

Phase II followed the 8-month pilot study. In Phase II, the impact of Shop Talk on clients’ knowledge, attitudes, beliefs, and screening behaviors was measured by interviews and questionnaires. The 4-month follow-up study revealed impressive outcomes.

Both pilot studies were funded by the Alabama Department of Public Health’s Breast and Cervical Cancer Early Detection Program. This Centers for Disease Control and Prevention-funded program provides no-cost breast and cervical cancer screening and diagnostic services to the uninsured, underserved women who meet eligibility guidelines.

A true “community effort,” Dr. Wynn was supported professionally by Charmaine Williams Ward in the UAB Division of Preventive Medicine, Ginger Sanford at the American Cancer Society, Sandra Richardson at the Alabama

continued on page 2
Quality Assurance Foundation, Suzanne Reaves at the Alabama Department of Public Health, as well as UAB Professor of Medicine and Minority Health & Research Center Director Mona Fouad, MD, her mentor and supervisor.

THE RIGHT MESSENER

“Key is finding a trustworthy communicator of facts and conveyer of emotional support,” Dr. Wynn continues. African American herself, she knows that hairdressers, masseuses, and nail stylists, often act as “sounding boards for their clients — clients with concerns about their personal health,” according to Talking Shop, a nail professionals’ magazine and just one popular media outlet that has covered the story.

Women’s Day featured the project, and Reader’s Digest devoted a page in its May 2005 Health Section: “In a program developed at the University of Alabama at Birmingham, stylists at area beauty salons are trained to talk to clients about breast and cervical cancer. Pamphlets are also available. A year later, 69% of customers either had or planned to have a mammogram; 94% planned to have or already had a Pap test.” All participants agreed Shop Talk was a great idea and most wanted other salons to offer it.

The article goes on to note, “‘Women can be in a salon for hours, and this relaxing time can provide the opportunity to expand their health knowledge,’ says lead investigator Wynn.”

Dr. Wynn had spent years managing several community-based studies and researching innovate ways to disseminate cancer awareness information. “Studies show that a face-to-face, grass roots approach is an effective way to change attitudes about health and overcome feelings of reluctance caused by factors such as fear and mistrust of the health care system.”

Although African American women have a lower incidence of breast cancer, they continue to die from breast and cervical cancer at higher rates than white women. Some have speculated that this may be due to biological factors, avoidance of the health care system, or a prevalence of misinformation, just to name a few issues. Distributing information to the community through beauty salons can help dispel myths about cancer diagnosis and care. By partnering with community, self-help, and advocacy groups, providers can break down barriers to care and help to establish points of trust.

QUESTION OF WHERE?

“The local beauty salon is a natural place that women from all walks of life frequent,” Dr. Wynn continues. “For many African American women, places, such as churches and other neighborhood sites, serve as a clearinghouse for the exchange of information.”

Veteran hairdresser and owner of Bernie’s Headquarters Maxine McCluney agrees. “I bought the shop 20 years ago. Since then, it sure has touched a lot of people,” she says. “Our five stylists each have approximately 50 clients a week; that’s 250 clients per week. And they all have friends and neighbors. The number of people who have come in for information has amazed me.” She adds that she also distributed the literature to women in other salons, such as the stylist who does her nails.

“I have really enjoyed my role in the program,” McCluney concludes. “So did my own hairdresser,” Dr. Wynn adds. “In fact, she enjoyed the program so much that she started her own nonprofit outreach ministry full-time. I’ve lost a very good beautician, but that’s okay. She not only makes women look good, but feel better.”

For more information, contact Dr. Wynn at 934-6892.

Reynolds Historical Lecture

University of Colorado Health Sciences Center Clinical Professor of Surgery Bruce Paton, MD, will present “The Lewis and Clark Expedition: Medical Problems and Solutions” on November 15 at NOON at the Reynolds Historical Library in the Lister Hill Library of the Health Sciences.

“HOSPITAL COMPARE” SITE

The Hospital Quality Alliance, an initiative of the nation’s hospitals to share meaningful health care quality information with consumers, has updated the Hospital Compare Web site with the latest data from participating hospitals. Approximately 4,000 hospitals, including the Association of American Medical Colleges’ (AAMC) Council of Teaching Hospitals and Health Systems member hospitals, have voluntarily submitted information on their quality of care to share with the public. Hospital Compare now allows consumers to compare hospital performance based on 18 common quality measures for heart attack, heart failure, and pneumonia care. In addition, more than 600 hospitals have begun reporting on surgical site infection prevention, one of the newest additions to the Web site.

The Hospital Quality Alliance is a partnership between the AAMC, the American Hospital Association, the Federation of American Hospitals, the Centers for Medicare and Medicaid Services, the American Federation of Labor/Congress of Industrial Organization, the American Association of Retired Persons, and other health care and consumer groups.

For more information, visit www.HospitalCompare.hhs.gov.

Appointments

ACTIVE STAFF

Jeffrey P. Clarke, MD, 801-7936, JT N 3rd Floor, Radiology, Effective July
Zachary K. Segal, MD, 933-2625, 1201 11th Ave. S., Suite 300, Retina and Vitreous Associates, Effective July
The objective of this new initiative is to introduce endobronchial ultrasound-guided transbronchial needle aspiration to the clinical armamentarium in staging lung cancer patients,” says Dr. Eloubeidi, who directs the UAB Endoscopic Ultrasound Program.

“This technology has only recently been introduced in the U.S., and few centers are actually performing it. In combination with traditional endoscopic ultrasound, this dual multidisciplinary approach offers minimally invasive, complete and cost-effective staging of lung cancer patients.”

Protective Life provides financial services through the production, distribution, and administration of insurance and investment products throughout the U.S. It has assets of approximately $28.6 billion.

PROTECTIVE LIFE CLINICAL INITIATIVES

The Protective Life Insurance Company recently announced recipients of its 2005 Protective Life Clinical Initiatives (PLCI). Two applications were funded to support development of interdisciplinary clinical initiatives within the School of Medicine and the UAB Health System. In addition to Dr. Drelichman, Mohamad A. Eloubeidi, MD, has been named principal investigator for $278,545 in PLCI funds to create an ambulatory endoscopic ultrasonography unit (endoscopic and endobronchial ultrasound) for

Steve Wilkins, MD, of the UAB Department of Medicine and Medical Director of the UAB Inflammatory Bowel Disease Center (IBDC) announced that the UAB IBDC has been awarded a $270,000 U.S. Department of Health and Human Services grant. The grant will support the development of an internationally recognized IBDC that will bring together UAB programs of national and international stature that participate in evaluation, diagnosis, and treatment of IBD, including radiology, gastrointestinal surgery, pathology, gastroenterology, internal medicine, and nutritional science. The program will also develop office-based endoscopy for diagnosis, preoperative disease localization, therapy, and postoperative surveil-

The seventh annual Sporting Clays Classic to benefit the UAB Comprehensive Cancer Center raised a total of $48,000 for breast cancer research at the Cancer Center. Founding sponsors and hosts for the fundraiser were B. L. Harbert International, Russo Corporation, and Sherman Industries, Inc. Over 7 years, the Sporting Clays Classic has raised more than $278,000 for breast cancer research at the Cancer Center, the only such institution in a five-state area to be designated as “comprehensive” by the National Cancer Institute.

Participants found the day-long event, divided into morning and afternoon rounds, challenging. The classic has become popular for community members wanting to make a difference against breast cancer. Says shooter Tom Tate of Warrior Tractor & Equipment: “Breast cancer is something that has touched all of us personally, myself included, and I think it’s wonderful to do whatever we can to eliminate breast cancer. We plan on participating in this event for many years to come.”

Trustees Approve UAB Inflammatory Bowel Disease Center

continued from page 1

NORD: NATIONAL ORGANIZATION OF RARE DISORDERS

NORD is a primary nongovernmental information clearinghouse that offers more than 1,150 reports on rare disorders. NORD is accessible through the Lister Hill Library Web site. It contains information about genetically based disorders, as well as more commonly known diseases, such as Alzheimer and Lou Gehrig disease. http://www.uab.edu/lister/rotsm/nord.htm

To access a Synopsis article from the last 2 years, visit our Web site at www.health.uab.edu/synopsis. You can search by date or subject in the left sidebar.
J. Jeffrey Andrews, MD, has been elected a director of the American Board of Anesthesiology. “His election is clearly a major recognition of the significant contributions he has made to the specialty of anesthesiology over the years,” acting Anesthesiology Chair James Boyce, MD, says. “The Board has chosen an outstanding clinician who is not only academically accomplished, but also an excellent clinical anesthesiologist. Dr. Andrew’s election brings great honor to our department and this medical center. I know he will make further significant contributions to our specialty as an American Board of Anesthesiology director.”

After graduating from the University of Texas Medical Branch in 1980, Dr. Andrews completed an anesthesiology residency there and remained on faculty for 12 years. In 1995, Dr. Andrews joined the faculty of the Department of Anesthesiology at UAB, where he was named professor of anesthesiology and vice-chair for clinical development. In 2000, Dr. Andrews was elected to the Accrediting Council on Graduate Medical Education’s Anesthesiology Residency Review Committee (RRC) by the American Society of Anesthesiologists, and he is currently serving a 6-year term on this committee. In 2001 Dr. Andrews was named vice-chair for education in the Department of Anesthesiology, and he remains in this position.

Dr. Andrews has devoted much of his career to patient safety, and he has served on several American Society of Anesthesiologists (ASA) committees that focus on patient safety. In 2006, he will be chair of the ASA Committee on Patient Safety and Risk Management. Throughout the years, Dr. Andrews has taken an active role in the Anesthesia Patient Safety Foundation, and he is listed in the Best Doctors in America.

Dr. Andrews is recognized nationally and internationally as an expert on anesthesia equipment. From 1997-2002, he chaired the ASA Subcommittee on Equipment, Monitoring, and Engineering Technology. For 16 consecutive years, he has presented the ASA Refresher Course Lecture, “Understanding Your Anesthesia Machine” at the annual ASA meeting. Since 1989, Dr. Andrews has written book chapters on anesthesia equipment in two leading anesthesia textbooks, and he has several other equipment-related publications.