



## Who we are

- ♦ An effort led by Dr. Joseph Ravenell and team from NYU Langone Health, the SI Borough President's Office, Community Health Action of SI (CHASI) and other local SI partners

## What it is

- ♦ A high blood pressure prevention program, funded through the American Heart Association, to help Black men take control of their health.
- ♦ A team of CHASI Community Health Workers (CHWS) will engage with barbershops to screen eligible Black men for high blood pressure, give them advice about a healthy lifestyle and link them to health care and social services as needed.

## When will program start?

- ♦ Over the next three years, CHWs, will be in 20 barber shops (4 barbershops at a time)
- ♦ CHWs will be within each for a period of 3 months
- ♦ Currently we are in 4 barbershops on the North Shore



### Did you know?

A normal blood pressure is  
**LOWER** than 120/80

# **Frequently Asked Questions**

## ***What is SI CLIP?***

- ⇒ A health equity research program funded by American Heart Association, aimed at preventing high blood pressure (Hypertension) in Black men
- ⇒ High Blood Pressure is a common condition in which the force of blood against your blood vessels is high enough that it may eventually cause health problems, often severe and life-threatening

## ***Why is SI CLIP important?***

- ⇒ In New York City, more than one in four adults have high blood pressure, Black men suffer from it more than any other group, with the highest chance of dying

## ***How will SI CLIP work?***

- ⇒ High blood pressure can be easily detected and controlled with lifestyle changes and medications. Community Health Workers (CHWs) will engage with 20 barbershops to screen eligible Black men, give them advice about a healthy lifestyle and link them to health care and social services as needed

## ***How often will CHWs be in barbershops?***

- ⇒ CHWs will be in a shop on average one day a week over the span of three months

## ***How will you navigate the space?***

- ⇒ If having CHWs in the shop is a barrier, CHASI can provide screenings via their health van

## ***Who is eligible for these services?***

- ⇒ Black men (ages 18-85) with elevated or stage 1 high blood pressure (120-130 and 80-89) without other underlying chronic conditions, or on blood pressure medication

## ***How much does this service cost?***

- ⇒ All services provided are free!

## ***What is the incentive?***

- ⇒ Eligible men will receive 3 free haircuts through SI CLIP funding