

Co-development of Breast Cancer health promotion educational resources for ethnically diverse women working with hairdressing and beauty salons

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Background

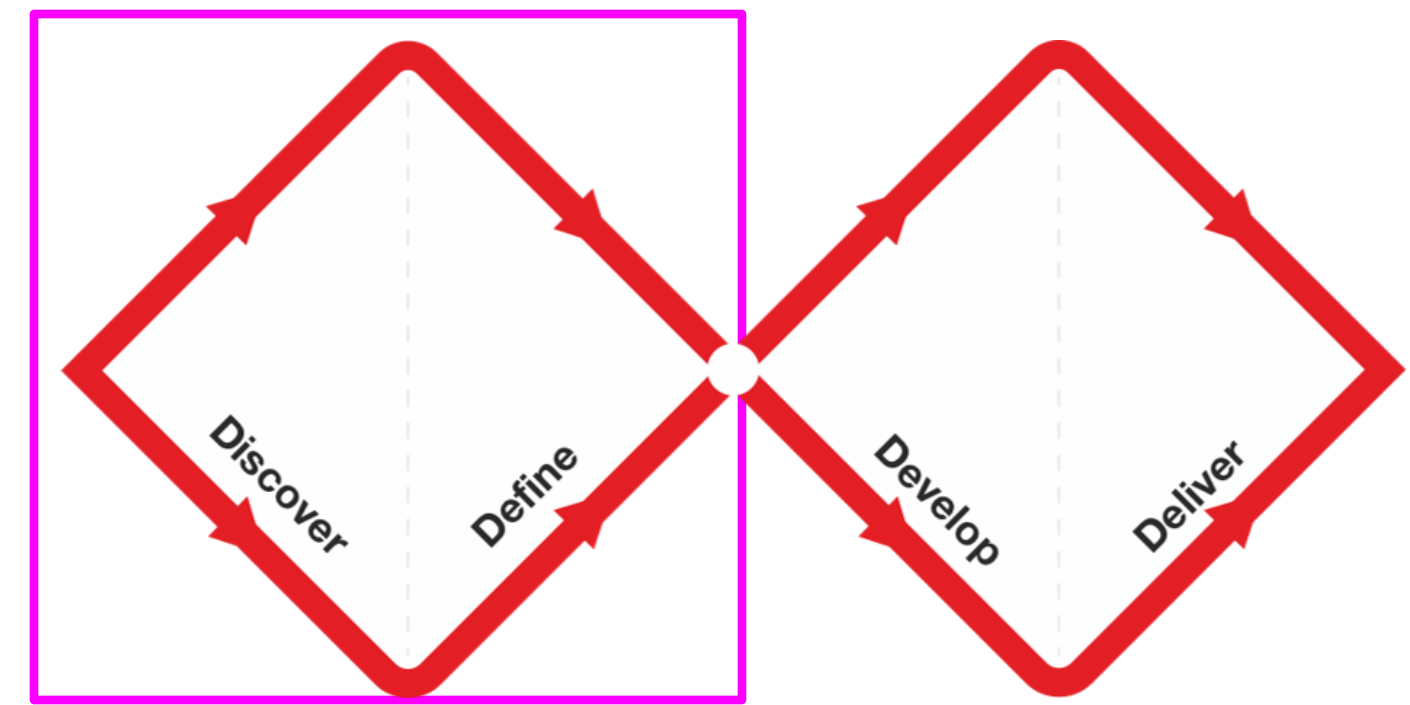
- Early cancer detection and improved screening uptake are key priorities for women's health and reducing health inequalities (Watkinson et al., 2021).
- Women from ethnic minority and socio-economically disadvantaged backgrounds have disproportionately lower rates of participation for screening for breast cancer. (Gray et al., 2017)
- Women may lack knowledge regarding health risk factors and studies in the US suggest that hairstylists are trusted by their clients and therefore serve as a confidante, a reliable source of information and oftentimes as a close companion. (Palmer et al., 2021)
- An emerging community-based delivery is through beauty salons and hairdressers, which could be a pivotal environment to evaluate the appropriateness of the educational material and refine it to ensure it is culturally acceptable for women of ethnic minority groups. (Kaneri et al., 2021).

Aims and Objectives

- **Overall aim:** To co-design with hairdressers educational materials for breast cancer awareness that are culturally appropriate for ethnically diverse women
- **Research question:** What are culturally appropriate interfaces and preferences of hairdressers regarding educational materials addressing breast cancer awareness in ethnically diverse women?
- **Objectives**
 - i) To evaluate culturally tailored educational materials using the Suitability Assessment of Materials (SAM) framework
 - ii) To undertake a thematic analysis of co-development interviews
 - iii) To co-design culturally tailored educational materials with salon stakeholders
 - iv) To select optimal presentation modes for clients

Methodology

Framed by the initial two phases of the Double Diamond Framework



PHASE 1: Discover

Step 1: Relevant materials were carefully selected based on cultural appropriateness criteria, English language presentation, and alignment with the UK context.

- The Suitability Assessment of Materials (SAM) toolkit was then used to rigorously evaluate the credibility and reliability of these resources.

Step 2: Interviews with ethnically diverse salon staff provided insights into their specific needs and preferences regarding clients' educational materials. Thematic analysis was applied to the interview transcripts.

PHASE 2: Define

Through discussions/workshops we are working with hairdressers how best to effectively communicate with their clients about breast cancer awareness using the culturally appropriate educational resources that were co-developed.



Methodology

PHASE 1- Discover

Sources:

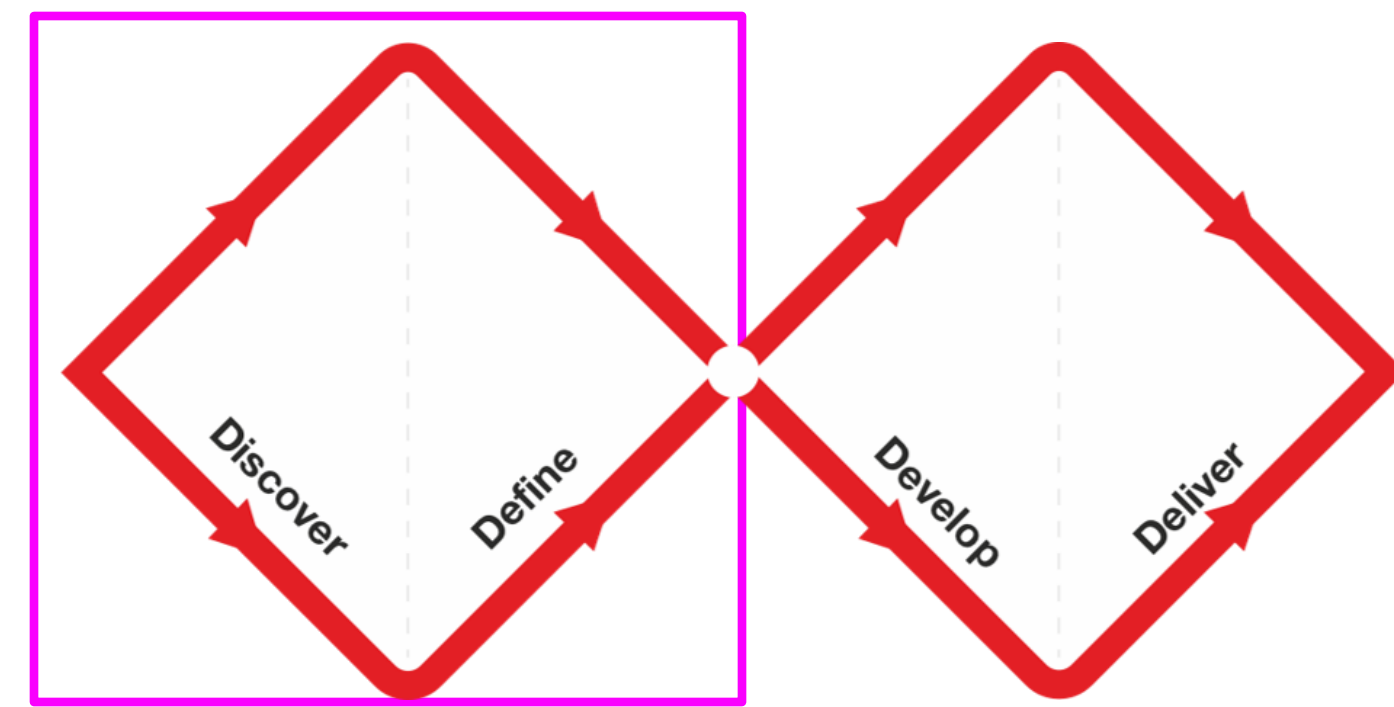
Internet search

Set 1: ‘Breast cancer awareness’, ‘Breast self-examination’, ‘Breast cancer education’, ‘Breast screening awareness’, ‘Breast abnormality self-check’, ‘Breast health promotion’, ‘Breast cancer warning signs’.

Set 2: ‘leaflet’, ‘booklet’, ‘educational materials’, ‘culturally and ethnically diverse women’. Specifically to ‘ethnically and culturally diverse women’.

The different combinations of keywords produced 9 unique searches

Focus on educational materials that could be both physically printed and distributed, as well as signposted on the app.



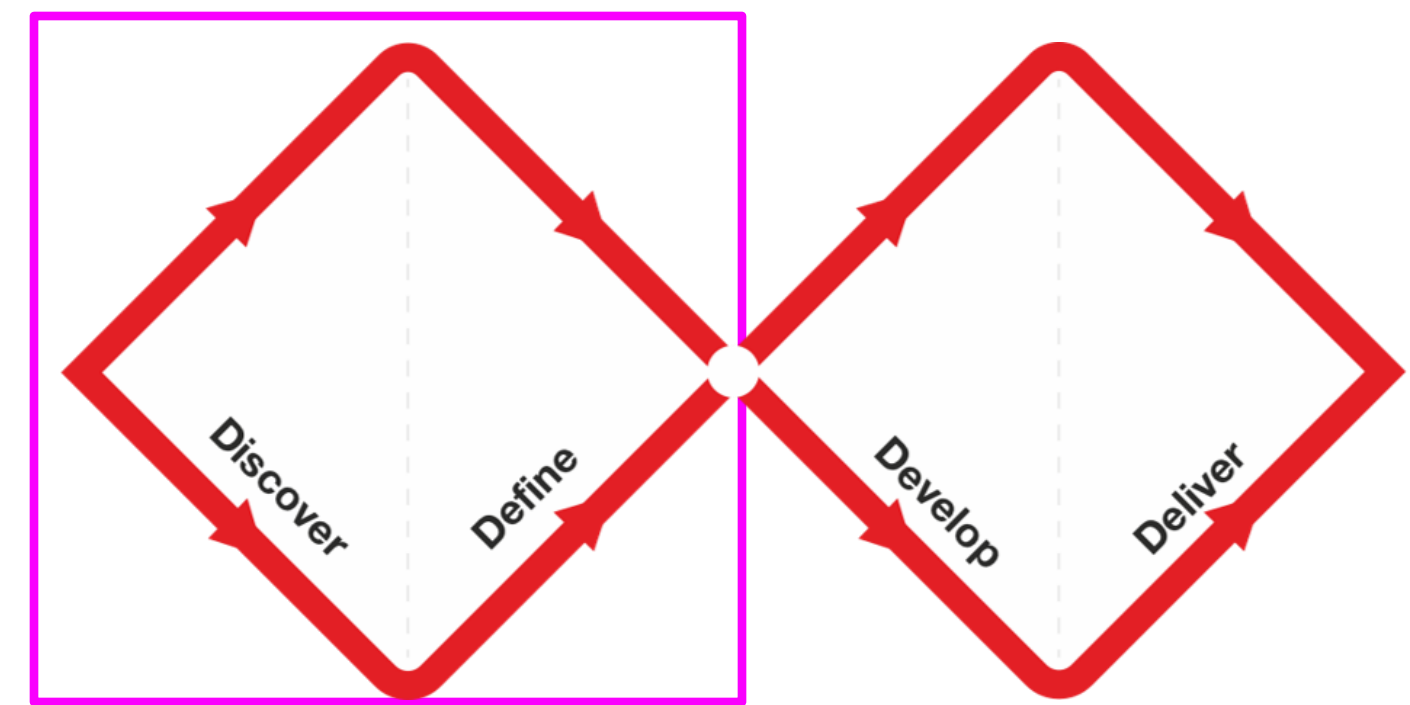
Methodology

PHASE 2- Define (in progress)

Suitable materials identified via SAM shared with salon staff for feedback

Materials to be shared with Dr. iQ app as culturally tailored resources

Support for salon staff from local practices Health Care Assistants/nurses/pharmacists



Results: Phase 1

Step 1:

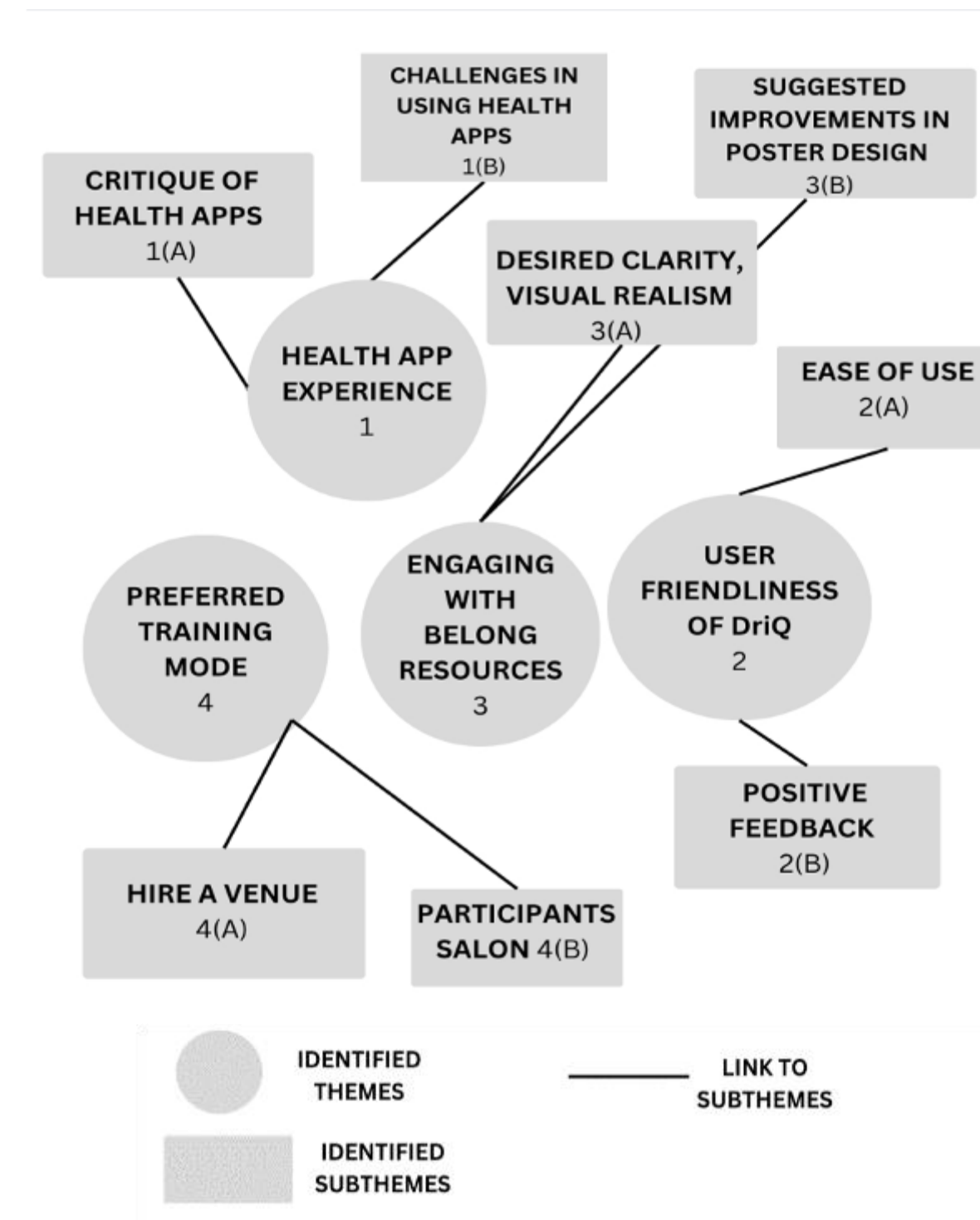
Educational materials

- Cultural appropriateness was evident in 9/14 (64%) materials targeting black ethnicities, with positive representations.
- Nine educational resources related to breast cancer were evaluated, six of them demonstrating an overall SAM rating of 76% (“Superior”).

Step 2:

Thematic analysis of interviews identified five key themes

- THEME 1- Education and Raising Awareness
- THEME 2- Role of Salon Staff in Health Promotion
- THEME 3- Importance of Supportive materials
- THEME 4- Importance of Inclusivity and Representation
- THEME 5- Preferred training deliveries and concerns



Strengths & Limitations

- Under-explored context
 - Qualitative approach enabled deeper exploration of salon therapists' perspectives and preferences
 - Culturally diverse salon therapists and their clients adds layer of cultural sensitivity
 - Interdisciplinary approach, bridging insights from the fields of healthcare, beauty, and community outreach
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- Sample size small and specific geographic area in the UK
 - Limited generalisability of the findings to other regions or populations
 - Language bias: English materials evaluated only; English speakers interviewed
 - Preferences and attitudes towards technology and health education may evolve over time

Conclusion

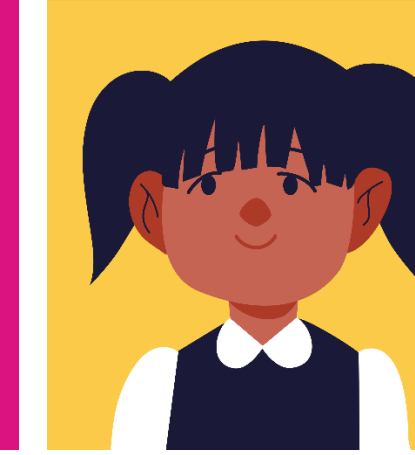
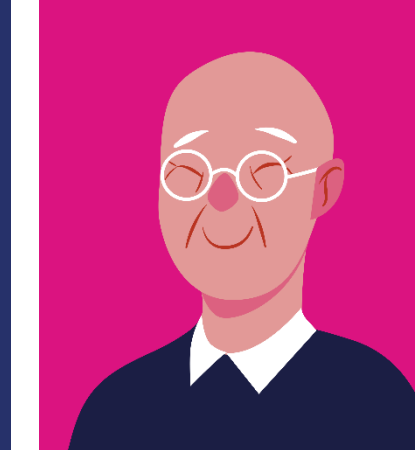
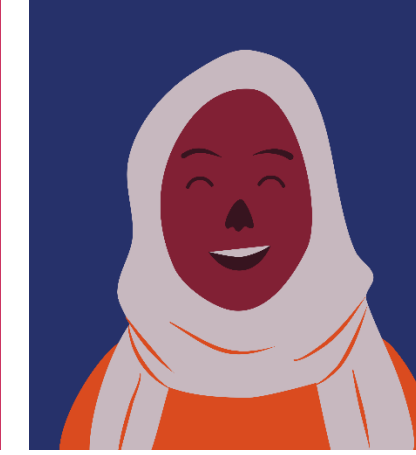
This study highlights the SAM toolkit's role in selecting high quality training materials for salon hairdressers

Offers prospects for improving breast cancer awareness in ethnically diverse communities and addressing healthcare access disparities, with salon hairdressers as peer educators for health promotion

Innovative partnership with primary health care for healthcare delivery



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Design Council Co-Design Double Diamond Framework

<https://www.designcouncil.org.uk/our-work/skills-learning/the-double-diamond/accessed> 1/2/2

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