

## ***Using Barbershops to teach Period of PURPLE Crying/Infant Development***

### ***An Innovation Station Cutting-Edge Practice***

**Purpose:** This document is intended to support MCH professionals to implement a practice found in Innovation Station. This resource provides the information needed to replicate the practice and is divided into two sections: the first section provides a high-level overview of the practice while the second section describes how to implement the practice. For additional information on any of the content provided below, please reach out to the practice contact located at the bottom of this document.

### **Section I: Practice Overview**

<b>Location:</b>	Oklahoma	<b>Title V/MCH Block Grant Measures Addressed</b>
<b>Category:</b>	Cutting-Edge	<b>NPM #7:</b> Injury Hospitalization
<b>Date Submitted:</b>	5/2019	

#### **Practice Description**

This pilot project adapted Period of PURPLE Crying (POPC) materials from the National Center on Shaken Baby Syndrome (NCSBS) to appeal to men in Tulsa-area barbershops. The goal of the practice was to increase the number of African American men in the Tulsa, Oklahoma area who recognize infant crying as normal development, have reasonable expectations for crying episodes, and could share this knowledge with others.

#### **Purpose**

Several high-profile cases arose in the Tulsa, Oklahoma area, where young African American fathers were found responsible for injuring their infants after a bout of excessive crying. After researching possible interventions and meeting with a local barber who had a passion for the development of responsible fathers, a partnership was established between his barbershop and a nurse educator with The Parent Child Center of Tulsa (PCCT). Barbershops serve a diverse population in the Tulsa area, most with a high population of African American fathers and grandfathers, many of whom had not previously received education on crying patterns for young infants.

PCCT staff and the local barber worked to take existing Period of PURPLE Crying (POPC) materials from the National Center on Shaken Baby Syndrome and develop talking points and education to appeal to men in Tulsa-area barbershops during the month of April 2018. Through this education, PCCT staff hoped that more young men would be able to recognize their triggers

when their infants cry excessively, normalize the experience, and have a plan to cope when it arises.

## Practice Foundation

Utilizing barbershops to reach men for health promotion and awareness activities was successful for other public health initiatives, such as health screenings and education [Citation: Linnan, L.; D'Angelo, H. & Harrington, C. (2014). A Literature Synthesis of Health Promotion Research in Salons and Barbershops. American journal of preventive medicine. 47. 10.1016/j.amepre.2014.02.007]. The question was, would it work for infant crying and development education?

The Period of PURPLE crying is an evidence-based education program that teaches new parents about normal infant crying patterns and coping techniques. Utilizing components from the Theory of Changed Behavior and Self-Efficacy Theory the project sought to change ideas about infant crying and increase skills for fathers. Until this pilot, barbershops had not been used as a delivery mechanism for POPC. PCCT staff received permission from the National Center on Shaken Baby Syndrome to use POPC in this setting.

## Core Components

Core components are those essential practice elements which are observable and measurable.

The core components of this practice are described in more detail in the activities section, and include adapting POPC curriculum to the target population and setting, engaging with barbershop owners to arrange details of delivery, and delivering the curriculum using nurses to deliver one-on-one education.

## Practice Activities

Core Component	Activities	Operational Details
<b>Proposal to Agency Leadership</b>	Assess Agency Readiness	Project Nurse (PN) researched SBS/AHT incidence in Tulsa. PN then approached Agency Leadership with the idea to provide POPC information specifically to AA males in Tulsa.
<b>Approval from Oklahoma State Department of Health (OSDH) and NCSBS</b>	Assess Partner Readiness	PN and Nursing Director discussed the proposal with OSDH and National Center on Shaken Baby Syndrome.
<b>Adaptation of Curriculum</b>	Access Dad Material on NCSBS site Review Materials Discussions Develop New Material	Project selected one poster and one brochure from the NCSBS – “Are you Strong Enough?” and “3 Things a Dad should Know.” Using the parent booklet, the PN developed brief script and handout that could be delivered during the time clients wait for services. The script and information card were approved by PCCT and NCSBS.

<b>Engaging with Barbershop Owners</b>	Discussions Role Plays Understanding Flow of Shop	The organizers of the Barbershop Project engaged with barbershop owners and their barbers to implement the project. This included deciding the best days to come, identifying men in need of the education, other places and shops to bring the message to, and how to best engage with the clients. Role plays with the barbers were completed prior to implementation to assure the message was appropriate and would resonate with the clientele. PCCT staff took time to learn the flow of the shop and when and how to approach the clients.
<b>Delivery of POPC Education</b>	Development of Materials Table at Barbershops Train Nurses to Deliver Program	PCCT provided oversight of the project, training, developed materials and handouts, set up the table at each shop and staffed nurses to deliver the education one-on-one with individuals visiting the pilot barbershops. PCCT utilized nurses from their Bright Beginnings program. These nurses routinely implement <i>POPC</i> in local hospitals to new mothers and their families, in addition to providing information and teaching skills for early literacy and infant-parent bonding.

### Evidence of Effectiveness (e.g. Evaluation Data)

This education was delivered by trained nurses in several barbershops in the Tulsa area in April 2018 to 85 men, most of whom were fathers. Data was collected via a paper survey before clients began their time with their barber, and similarly, post-intervention data was gathered prior to the men’s departure from the barbershop. Participants were asked to rate their pre and post intervention knowledge and skills related to normal infant crying patterns, Period of PURPLE crying, shaken baby syndrome, soothing strategies, and using the “walk-away” strategy. Based on the pre and post evaluation, 63% of barbershop clientele reported an increase in knowledge that crying is a normal part of infant development. And, 42% felt more knowledgeable about how to soothe a crying baby.

The pilot was so successful that staff at PCCT now has six barbershops where they visit with clientele at least monthly and discuss POPC and the norms of infant crying and development.

## Section II: Practice Implementation

### Internal Capacity

Six members of the PCCT Nursing Team were utilized to deliver information to clients who presented for services at the Barbershop between April 19 -21, 2018. The PN was the primary educator and other nurses were available to cover lunch, etc. All members of the Nursing Team

are Registered Nurses who have completed the on-line POPC training and have been delivering the POPC information in hospitals for a year or more. Other personnel who worked on the project included the External Relations Director and the Coordinator for Quality Improvement and Outcomes at PCCT.

Personnel	Develop/Review/Discuss	Deliver Curriculum
External Relations	2 hours	0
Nursing Director	6 hours	2 hours
Project Nurse	80 hours	20 hours
Lead Nurse	4 hours	2 hours
Nurse 1	1 hour	2 hours
Nurse 2	1 hour	2 hours
Nurse 3	1 hour	4 hours

Although PCCT utilized registered nurses during the barbershop pilot, it would be possible to use well-trained community health workers to deliver the POPC information. It would be beneficial for the educator to have knowledge of child development to be able to answer additional questions as they arise, particularly around the topic areas of discipline and managing behaviors (and parental expectations of behaviors).

### **Collaboration/Partners**

As described in the activity section above, the organizers of the Barbershop Project engaged with barbershop owners and their barbers to implement the project. In addition to working with the flow of barbershops, and engaging barbers in curriculum adaptation, the Nurse Educator at PCCT built on good relationships with the barbers and the clientele to address other parenting needs as they arose. Work continues with the shops to assure the nurses and program staff does not impede the business flow and are seen as an asset to the shop or at least a welcome guest. In some shops the invitation to return is monthly.

Along with barbershops, materials and plans are discussed with the Oklahoma MCH Title V program, as the provider of DVDs and epidemiologic support, and the National Center on Shaken Baby Syndrome, who provided materials and training. Dr. Chan Hellman, Director of Hope Research Center at the University of Oklahoma provided analysis for the PCCT program outcomes. In addition, Dr. Hellman reviewed the proposal and provided information for the evaluation and it is anticipated he will continue participating as the pilot moves to a more formal evaluation project.

## Practice Cost

Budget			
Activity/Item	Brief Description	Quantity	Total
<b>Materials</b>	Reality Doll	1	\$900.00
	Posters (NCSBS)	4	\$3.00
	Posters (PCCT)	6	\$45.00
	Handouts	125	\$20.00
<b>Incentive for Participants</b>	Pens	125	\$50.00
	Bubble Gum	2 packages	\$8.00
	Bottled Water	2 packages	\$8.00
<b>Incentives for Barbers</b>	Barber Breakfast		\$30.00
<b>Time and Effort</b>	Salary for Nurses	122 hours	\$2,500.00
<b>Total Amount</b>			<b>\$3,564.00</b>

## Practice Timeline

Practice Timeline				
Phase	Description of Activity	Date/Timeframe	# of hours needed to complete/oversee activity	Person(s) Responsible
<b>Planning/ Pre-implementation</b>	Develop/Refine Proposal	Oct-Dec 2017, Jan-Mar 2018	60	Project Nurse (PN)
	Agency Approval	Dec 2017	2	Project Nurse
	Partner Approval	Dec 2017-Jan 2018	1	PN &ND
	Recruitment/Training	Oct 2017-March 2018	4	PN
	Adapt Curriculum	Jan-Apr 2018	20	PN/ND/Partners
	Role Play	April 2018	1	PN/Staff Nurses
<b>Implementation</b>	Deliver curriculum	April 19-21, 2018	20	PN/Staff Nurses
	Conduct pre and post-evaluation	June 2018	1	PN/Staff Nurses
<b>Sustainability</b>	Recruit new barbershops	July 2018 to Present	4hr/mo	PN
	Deliver Curriculum	July 2018 to Present	16hr/mo	PN

## Resources Provided

- National Center on Shaken Baby Syndrome – <https://dontshake.org>
- Centers for Disease Control – <https://www.cdc.gov/violenceprevention/childabuseandneglect/Abusive-Head-Trauma.html>
- Barbershops and Preventive Health: A Case of Embedded Education: [http://ash.harvard.edu/files/ash/files/case\\_study\\_barbershop.pdf](http://ash.harvard.edu/files/ash/files/case_study_barbershop.pdf)

## Lessons Learned

The original plan was to train the barbers and have all complete the online training. The original intent for the project was that the barbers would deliver the information to their clients during their service. Only one barber chose to complete the full training and became well versed in the information related to infant crying. The other barbers preferred that the POPC information be delivered by PCCT nurses. So, PCCT nurses delivered the information to clients as they waited for service.

One lesson learned or affirmed is that it is difficult to collect data from African American population. The barbershop clientele were reluctant to participate in a formal study. The brief evaluation format had to be revised so that no demographic information was collected.

One finding from the pilot and the on-going implementation of the project is that the discussion needs to be centered not necessarily on the crying behavior, but on how parents respond and react to it, i.e. the perception of crying as noise vs. a normal part of development.

## Next Steps

- Recruit more barbershops. Within the next year PCCT plans to implement this project in barbershops other than those who target African American men.
- Work on a strategy to collect data from this population.
- Partner with a local organization, 100 Black Men, Inc. to assure sustainability and visibility of the project.
- Develop a “Barbershop” Facebook account to keep all these barbers in the loop regarding information on infant crying and child development.

### Practice Contact Information

*For more information about this practice, please contact:*

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