

## Background

- Cut Hypertension is a national community service project that started within the Student National Medical Association (SNMA) at the University of Pennsylvania chapter
- Johns Hopkins SNMA chapter planned to implement the Cut Hypertension initiative in East Baltimore in 2020, but had to pivot due to the COVID-19 pandemic
- In light of higher vaccine hesitancy in communities of color, the Cut Hypertension project was redirected to become the Cut COVID-19 project
- Cut COVID-19 provided the Cut Hypertension team an opportunity to engage the community in critical public health discourse while establishing longitudinal relationships with local barbershops and salons

## Community Partner

- 1009 East Lombard Street is a barbershop in East Baltimore with strong community roots
- Local barbers expressed interest in addressing the misinformation regarding vaccine that was especially prevalent in Black neighborhoods

[www.facebook.com/1009eastlombard/](https://www.facebook.com/1009eastlombard/)

## Project Description

The team distributed flyers with QR codes to local barbershops.



The QR codes linked to a Qualtrics questionnaire that provided links to social media materials, FAQ, and expert testimonials.

How would you like to receive information about the COVID-19 vaccine?

- Social Media (Instagram, TikTok, Youtube)
- Written information (Website with Frequently Asked Questions)
- Question and Answer Panels with Experts
- Other

The Qualtrics form also included an email for responders to reach out to a Johns Hopkins public health student if they have further questions.

## Outcomes

- QR code flyers distributed to 1009 East Lombard Street Barbershop, with plans to distribute to additional barbershops and salons in the near future
- Barbershop clients engaged in public health discourse by viewing the educational videos on social media and accessing written information on websites

## Lessons Learned

- Utilizing pre-existing community networks can allow for distribution of health information and resources related to the COVID-19 vaccination rollout in communities with poor outreach
- Social media resources can be used to spread easily accessible and factually correct information on the COVID-19 vaccinations
- Public Health Professionals have a role in ensuring appropriate health education resources are available to the most vulnerable communities

## Implications

- COVID-19 has reinforced the health education and literacy disparities currently present in our communities
- In order to tackle these discrepancies public health professionals have a role in providing accessible health education tools to the most vulnerable populations
- Community networks can be utilized to share important health care information and are not limited to the COVID-19 pandemic

## Acknowledgements

Thanks to our community partners, particularly Quenton and Coop at 1009 E. Lombard for allowing us access to their community space.

Thanks to Dr. Thomas Cudjoe and Dr. Damani Piggott for their support in developing the project idea as faculty advisors.

Thanks to David Botros and Darien Colson-Fearon for their continued investment in the Cut Hypertension project and foundational work in establishing the Johns Hopkins chapter.

Contact: [je11@stanford.edu](mailto:je11@stanford.edu)