

Stanley Frencher, M.D. (UCLA CSP) has a productive research partnership with the Black Barbershop Health Outreach Program (<http://www.blackbarbershop.org/>). During the entire month of August that the organization will be competing for a **\$250,000 grant** from the **PepsiCo Refresh Project** to help the organization complete its "50 City Tour".

They need your help! **Starting Monday August 2, 2010** they need help from you, your friends, and organizations you belong to by **VOTING on a daily basis (by cell or on-line <http://www.refresheverything.com/bbhop>)**.



pepsi refresh project

TEXT 101809 (place in message area)
TO PEPSI (73774) (place in "send to" area)

THE BLACK BARBERSHOP
HEALTH OUTREACH PROGRAM

standard texting rates apply

What has the Black Barbershop Health Program accomplished?

- Screened over 15,000 men for Diabetes and High Blood Pressure in over 23 cities and over 350 black owned barbershops.
- Launched the "Prostate Education Project– PEP Talk" to educate men about prostate cancer decision making.
- Started the Black Barbershop Men's Clinic at T.H.E. where certain days of the week are dedicated to addressing men and their health. Men are referred on a monthly basis from our partnering barbershops.

Over 150 Million media impressions raising awareness about health disparities by being featured in/on:

- BLACK ENTERPRISE
- THE LOS ANGELES TIMES
- NEWSWEEK
- THE WASHINGTON POST
- "THE VIEW"
- NBC NIGHTLY NEWS
- THE TODAY SHOW
- THE DOCTORS

Our goal is to screen over 20,000 men for Diabetes and High Blood Pressure. Additionally, our goal is to inform over 50,000 men about prostate cancer screening decisions.

Ultimately, our goal is to screen 500,000 men by the year 2012.