



## Hairstylists and Barbers Against AIDS

Dear Stylists and Barbers,

**Did you know an estimated 1.1 million people are living with HIV in the United States and 1 in 7 don't know?** While we have made great progress in preventing and treating HIV, there is still a lot of work to be done.

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**We can't do this without you.**

Since 2010, hairstylists and barbers across the country have been key partners in the fight against HIV and AIDS. *Cut For Life—Hairstylists and Barbers Against AIDS*, is a Centers for Disease Control and Prevention (CDC) initiative

that provides hair care professionals with resources needed to raise awareness about HIV prevention in their community.

**Every day, people visit your shop because they trust you.** Your chair is often a safe space where they can share personal stories, and discuss everything from pop culture to politics. Cut For Life challenges you to add HIV prevention information to the conversation.

**HIV affects everyone.** The best way your customers, employees, and community can stay healthy is by knowing the facts about HIV and AIDS, getting tested, and seeking treatment if needed. Healthy customers equal healthy businesses and build even healthier communities.

### Why get involved:

- Help save lives.
- Empower your clients and staff.
- Connect yourself and your business to a national movement.
- Show that your business cares about the community.

### How to get involved:

- Distribute free educational materials that talk about HIV and AIDS, HIV prevention, testing, and treatment.
- Host outreach events in your shop to raise awareness about HIV prevention.
- Participate in free trainings to stay updated on the latest facts about HIV and AIDS, and effective community outreach strategies.



**To learn more or to join** the Cut for Life initiative, email [BRTA@cdc.gov](mailto:BRTA@cdc.gov) or visit [cdc.gov/BRTA](http://cdc.gov/BRTA).

Healthy **Customers**. Healthy **Businesses**. Healthy **Communities**.