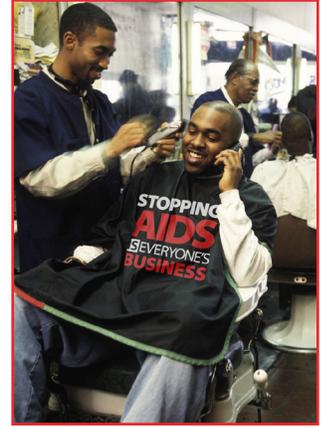




Hairstylists and Barbers Against AIDS

In the United States, more than 1.2 million people are estimated to be living with HIV, and 1 in 8 do not know they are infected. In addition, it is estimated that 1 in 20 black/African American men and 1 in 48 black/African American women will be diagnosed with HIV during their lifetime.

You can take steps to prevent HIV. Healthy customers equal healthy businesses and build even healthier communities. 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. As a hairstylist and barber, you've created a relationship and trust with your clients, and they may be more likely to listen to what you say about HIV/AIDS.



The HIV epidemic impacts your clients, business, and community.

How can you protect your clients and business?

Join CDC and hairstylists and barbers across the country in the *Business Responds to AIDS (BRTA) Cut for Life (CFL) — Hairstylists and Barbers Against AIDS* initiative! The initiative, which began in 2010 as an extension of CDC's BRTA Program, is designed to engage and support the private sector's involvement in HIV prevention.

CFL engages hair care professionals — trusted and respected professionals — to provide HIV prevention messages and resources to clients. Hair salons and barber shops are often locations for discussions, information sharing, and where the community can find valuable information and resources.

What are the benefits to you?

- Show that you care about the community
- Help save lives: HIV can be prevented
- Protect your clients, staff and business
- Receive community recognition
- Join a national movement

What can hairstylists/barbers do to participate?

- Use educational materials to talk about HIV prevention
- Talk to your clients about knowing basic HIV facts, their HIV status, and seeking treatment if needed
- Host events in your shop/salon
- Participate in trainings to keep you updated on the latest HIV facts and outreach tips and strategies
- Support local health departments and community-based organizations in HIV prevention



How can you get involved?

To learn more about the Cut for Life initiative, email BRTA@cdc.gov or visit <http://www.cdc.gov/BRTA>.

Healthy Customers. Healthy Businesses. Healthy Communities.