

THE BLACK BARBERSHOP

HEALTH OUTREACH PROGRAM

FOR IMMEDIATE RELEASE

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The Black Barbershop Health Outreach Program to Offer Free Cardiovascular Screenings in Sacramento, California Barbershops

*Local media and community organizations join forces to Address Health Disparities in
African American Men during Statewide Screening Efforts*



(Los Angeles, CA, May 2, 2012) – The City of Sacramento, California has joined the [Black Barbershop Health Outreach Program \(BBHOP\)](#) to conduct diabetes and high blood pressure screenings on Saturday, May 12th, 2012, from 11 am to 4 pm.

Participating barbershops will provide the platform for volunteers to educate, screen and refer African American patrons; encouraging them to become more aware of cardiovascular diseases and how to prevent them.

Pleshette Robertson, CEO and Founder of Sacculturalhub.com, has been at the helm of the Sacramento area efforts--showing remarkable dedication as city coordinator for the program. She has worked tirelessly to mobilize dozens of volunteers through the media efforts of her organization--further promoting the programs call to action. *“I and the staff of the Sacculturalhub.com Media Company are proud to partner with the Black Barbershop Health Outreach Program at their local neighborhood barbershop. We are excited to encourage the community especially our African American men to get screened for diabetes and high pressure. It is so VIP for us to encourage our relatives--brothers, nephews, uncles, fathers and grandfathers to see a doctor for their routine physical and get relevant health screenings so that they can live and be around for the future of our family and generations to come.”*

Screenings will take place at 10 barbershops in the Greater Sacramento Valley Region on May 12 from 11 am to 4 pm (see locations below):

SOUTH SACRAMENTO

1. Another Look Beauty Salon & Barbershop, 6666 Valley Hi Drive, Sacramento, CA 95823, 916.688.7505
2. Fly Cuts & Styles, 6955 Stockton Boulevard, Suite D, Sacramento, CA 95823, 916.399.8165
3. Hair Designs Studio, The Beauty & Barber Shop, 2251 Florin Road, #148, Sacramento, CA 95822, 916.422.1189

NORTH SACRAMENTO

4. 3B's Barber Shop, 1228 Grand Avenue, Sacramento, CA 95838, 916.922.0584
5. Barber Salon Etc., 2225 Hurley Way, Suite #105, Sacramento, CA 95825, 916.515.9196

MIDTOWN SACRAMENTO

6. Ace of Fades, 3300 Broadway, Sacramento, CA 95817, 916.456.4489
7. Uncle Jed's Cut Hut, 3432 3rd Avenue, Sacramento, CA 95817, (916) 452-3222
8. Kutz Barber Shop, 2423 20th St, Sacramento, CA 95818, 916.457.7913
9. Master Barber & Beauty Shop, 4340 Stockton Blvd., Suite 2, Sacramento, CA 95820, 916.457.8708

ELK GROVE

10. D-Vision 1 Cut & Styles, 8139 Elk Grove Blvd, Suite 320, Elk Grove, CA 95758, 916.683.7077

The Black Barbershop Health Outreach Program has a unique, grassroots approach to health screening and education. Led by Dr. Bill J. Releford, D.P.M., founder of *The Diabetic Amputation Prevention (DAP) Foundation*, his leadership has taken the Black Barbershop initiative across the country to impact the lives of African American men, helping them to better understand the health issues that plague their community.

"The need to address health care disparities in African American men is paramount in light of the fact that they have the lowest life expectancy of any group in the U.S.," said Dr. Releford a podiatric surgeon. "For decades, the black barbershop has served as a centralized gathering place where African American men feel comfortable discussing the most important issues that impact their lives: politics, social trends, family and finances. Now, we are introducing an important discussion of health and the critical need for health awareness."

Recent figures show African American men are 30% more likely to die from heart disease than White men, according to the Office of Minority Health - an arm of Health and Human Services, a federal agency. Also, African American men suffer from prostate cancer at a level that's more than twice the mortality rate for any other racial or ethnic group in the U.S., according to the CDC.

Through black-owned barbershops, which represent a cultural institution of familiarity and trust, the outreach program has adopted a novel means to spread health information. Over 30,000 African American men have been screened in 23 cities, including New Orleans, Chicago, Atlanta, St. Louis, Washington, DC, Baltimore and California since 2007 when the outreach program was launched. The ultimate goal by 2014 is to screen more than a half-million African American men.

State-wide partners of the BBHOP include [Anthem Blue Cross](#) and [Medtronics](#). Both are leaders in the health care industry with Anthem providing affordable health care coverage in the state of California and Medtronics serving as the go-to resource for medical technology development. Since 2007; nearly 750 black-owned barbershops have participated in the program. To learn more about the health outreach effort, and to view a complete list of those barbershops involved, please go to www.BlackBarbershop.org.

About Anthem Blue Cross

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association. ® ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association. Additional information about Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company is available at www.anthem.com. Also, follow us on Twitter at www.twitter.com/healthjoinin, on Facebook at www.facebook.com/HealthJoinin, or visit our YouTube channel at www.youtube.com/healthjoinin.

About Medtronic

Medtronic, Inc., headquartered in Minneapolis, is the global leader in medical technology — alleviating pain, restoring health and extending life for millions of people around the world. Through our key businesses, we partner with medical professionals to develop life-changing technologies that improve the way chronic diseases are treated. While much of our work happens at the business level, we have several cross-business groups to help us leverage best practices, knowledge, and technologies across the company. Learn more at www.medtronic.com

About Dr. Bill Releford

As Founder of the Black Barbershop Health Outreach Program and the Releford Foot and Ankle Institute, Dr. Bill Releford is a visionary and industry pioneer. He began his private practice in 1990 and has dedicated his life's work exclusively to the reduction of diabetes-related amputations in high-risk populations. Dr. Releford and his efforts have recently been highlighted in the Los Angeles Times, The Washington Post, Newsweek Magazine, THE VIEW, THE DOCTORS, NBC Nightly News with Brian Williams as well as the TODAY SHOW and more. Additionally, Dr. Releford's innovative community organizing strategies culminated into an invitation from President Obama to attend the White House Super Bowl Party in 2011. To learn more about Dr. Releford and his work visit www.drreleford.com.

About the Black Barbershop Health Outreach Program

The mission of the Black Barbershop Health Outreach Program is to increase public awareness about health care disparities in under-served communities through culturally specific education, research and community based programs. Our goal is to empower the African-American community to better understand various diseases, their complications as well as the standard of care they deserve as it relates to prevention and management. The primary objective of the Black Barbershop Health Outreach Program is three-fold: **1. SCREEN:** Cardiovascular Disease (diabetes and hypertension) **2. EDUCATE:** Preventive education about diet and exercise as well as education about the signs and symptoms of common chronic diseases. The "PEP Talk" or Prostate Education Program will inform men about their choices in prostate cancer diagnosis and treatment. **3. REFER:** Through the "Real Black Book/Medical Resource Guide," men will be referred to local health care providers that offer free or low-cost health services. For more information on participating or sponsorship opportunities, please visit www.blackbarbershop.org