

Study: Not Enough Doctors Recognize Hair Care as a Barrier to Exercise for African American Women

Education needed to help doctors work with patients and find solutions to stay active
The Ohio State University Wexner Medical Center

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NEWS PACKAGE

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| SUGGESTED TEASE | AFRICAN AMERICAN WOMEN FACE A UNIQUE CHALLENGE WHEN WORKING OUT – THEIR HAIR. COMING UP, A NEW STUDY SHOWS IT'S AN ISSUE THAT'S NOT ACKNOWLEDGED BY MOST PRIMARY CARE DOCTORS, BUT TALKING ABOUT IT COULD IMPROVE THEIR PATIENTS' HEALTH. |
| ANCHOR LEAD | AFRICAN AMERICAN HAIR CARE IS A TWO AND A HALF BILLION DOLLAR INDUSTRY. WOMEN OFTEN SPEND HOURS STYLING THEIR HAIR IN WAYS THAT MAKES THEM FEEL CONFIDENT. BUT ONE SWEATY WORKOUT CAN UNDO ALL THEIR WORK, PROMPTING MANY BLACK WOMEN TO SKIP EXERCISE ALL TOGETHER. BARB CONSIGLIO HAS THE DETAILS ON A NEW STUDY THAT SHOWS IT'S A PROBLEM THAT ISN'T BEING ADDRESSED IN THE HEALTHCARE COMMUNITY, BUT SHOULD BE. |
| (PACKAGE START) ----- | |
| CG: Courtesy: The Ohio State University Wexner Medical Center :00 - :03 Shots of Kristian doing her hair | (Nats - Sound) :02 |
| CG: Kristian Mines Struggled to balance exercise and hair care Shots of Kristian getting hair done at salon | FOR A LONG TIME, KRISTIAN MINES AVOIDED EXERCISE. :02 <i>"I didn't swim. I really didn't exert a lot of energy. Anything that would change my hair or make me have to work more, I didn't do it."</i> :08 |
| Kristian Mines (CG'd earlier) | IT'S A COMMON ISSUE FOR AFRICAN AMERICAN WOMEN, WHOSE HAIR TEXTURE OFTEN REACTS TO MOISTURE OR SWEAT IN A WAY THAT CAN UNDO HOURS OF STYLING. :06 <i>"Because of the texture and the different things that we have to do and the styling options we have to put in our hair, it's tedious."</i> :06 <i>"If you are working out, that sweat, that perspiration,</i> |



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| <p>CG: Dr. Sophia Tolliver Ohio State Wexner Medical Center</p> <p>Shots of Dr. Tolliver talking to patient</p> | <p><i>can essentially ruin your hairstyle.” :05</i></p> <p>DOCTOR SOPHIA TOLLIVER OF THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER MAKES IT A PRIORITY TO ADDRESS THIS BARRIER TO EXERCISE WITH HER PATIENTS. :07</p> <p><i>“Diabetes, hypertension are at really high rates in the African American female population, obesity. So, we have to start valuing our health over our hair.” :12</i></p> |
| <p>Dr. Tolliver (CG’d earlier)</p> <p>Shots of Dr. Tolliver talking to patient</p> <p>Graphic: <u>Physicians’ interactions with African American female patients</u> 76% have never talked about hair as a barrier to exercise 34% felt comfortable talking about it</p> | <p>BUT DOCTOR TOLLIVER REALIZED THIS MAY NOT BE THE NORM.</p> <p>SO SHE LED A STUDY THAT ASKED DOCTORS ABOUT THEIR INTERACTIONS WITH PATIENTS AND FOUND THAT MORE THAN THREE-QUARTERS OF PRIMARY CARE DOCTORS HAVE NEVER HAD A CONVERSATION ABOUT HAIR AS A BARRIER TO EXERCISE AND ONLY ABOUT A THIRD FELT COMFORTABLE STARTING THAT CONVERSATION. :17</p> <p><i>“If they don’t have those specific conversations, we’re not doing everything that we can to decrease this barrier and really help African American women at the heart of what they feel might be holding them back.” :14</i></p> |
| <p>Dr. Tolliver (CG’d earlier)</p> <p>Shots of Dr. Tolliver examining African American female patient</p> | <p>IF THESE CONVERSATIONS AREN’T HAPPENING IN THE EXAM ROOM, DOCTOR TOLLIVER SAYS IT’S IMPORTANT FOR WOMEN TO TAKE CHARGE OF THEIR HEALTH.</p> <p>BUT THEY DON’T HAVE TO CHOOSE BETWEEN BEING ACTIVE AND PRESERVING THEIR HAIRSTYLE. :10</p> <p><i>Try a protective style. Try a bun. Try twisting your hair back. Try braids, something to kind of test the waters and see what’s going to work well for you, :10</i></p> |
| <p>Dr. Tolliver (CG’d earlier)</p> <p>Shots of Kristian lacing up shoes Shots of Kristian running</p> | <p>THAT’S EXACTLY WHAT KRISTIAN DID, WHO JUST RAN HER FIRST MARATHON AND VALUES EXERCISE AS PART OF HER EVERYDAY LIFE. :05</p> <p><i>“My hair is natural, I can wash it out, put some conditioner in it, do a couple of twists, and move on about my day.” :05</i></p> |
| <p>Kristian Mines (CG’d earlier)</p> | <p>AT THE OHIO STATE WEXNER MEDICAL CENTER, THIS IS BARB CONSIGLIO REPORTING. :03</p> |

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| <p>Shots of Kristian running</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p> | <hr/> <p>EXPERTS ARE NOW FOCUSED ON DEVELOPING EDUCATION FOR PRIMARY CARE DOCTORS SO THEY ARE MORE CONFIDENT TALKING ABOUT HAIR, HOW IT AFFECTS THEIR AFRICAN AMERICAN PATIENTS' ABILITY TO EXERCISE AND SOLUTIONS THAT WILL HELP THEM LIVE A HEALTHY LIFESTYLE.</p> |
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SOCIAL MEDIA

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| <p> Share it! Suggested tweet:</p> <p> Suggested post:</p> | <p>Researchers at @OSUWexMed find too few primary care doctors recognize the challenges that hair care poses to African American women when it comes to exercise. http://bit.ly/33oNvDG.</p> <hr/> <p>African American women face a unique challenge to exercising regularly – their hair. However, a study by researchers at The Ohio State University Wexner Medical Center finds few primary care doctors address hair care as a barrier to exercise or work to find solutions with their African American patients. http://bit.ly/33oNvDG.</p> |
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EXTRA BITES

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| <p>CG: Dr. Sophia Tolliver Ohio State Wexner Medical Center</p> | <p>Tolliver describes ways physicians should address hair with their patients: <i>“It’s very powerful to come in and say, ‘Tell me about your wash day routine.’ Do you know what a wash day routine is? Do you know that her wash day routine might take two hours, hers might take four hours? So if you’re talking to someone about working out, if you don’t know that, then really you’re just talking in circles.” :18</i></p> <p>Tolliver says educating physicians is key: <i>“It’s going to come down to increasing education about African American hair, African American female, cultural practices when it comes to hair, and how you can counsel a patient in an office visit about decreasing that barrier.” :20</i></p> <p>Tolliver states the results of the study: <i>“76% of clinicians have never had a conversation about hair or haircare maintenance, or barriers related to hair for increasing physical activity. Only a third actually felt comfortable having that conversation.” :17</i></p> <hr/> |
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CG: Kristian Mines
Struggled to balance exercise and hair care

Kristian describes what moisture does to her hair:
“When you hit water, or when you sweat, or when you’re going out and you’re working out, then it basic, it shrinks up. So whereas my hair right now is, it’s still not really coarse right now, but whereas my hair would be here, all of a sudden my hair goes up to here.” :14

Kristian describes how the right style made exercise easier:
“Before this, I wouldn’t have gone out, ran in the rain. I wouldn’t have even tried it. Now I can go out and run in the rain and I know that when I come back, there are things I can do to my hair that’ll make it easier for me to do the upkeep after that. So it actually makes me want to be more active now.” :16

Kristian says women often worry more about hair than health:
“A lot of times women don’t do that because of something as trivial as, ‘What am I going to do with my hair once I get done? I could exercise, but I’m more worried about my hair than I am about my health.’ :13

References

¹*The Business Of Black Hair. CNBC, Aug. 17, 2019.* Online:
<https://www.youtube.com/watch?v=mo1EHYkFP8I>

²*A Descriptive Assessment of Primary Care Provider Knowledge, Attitudes, and Beliefs regarding hair care maintenance as a barrier to increased physical activity in African American women, Journal of the American Board of Family Medicine, Nov. 8, 2019.* Online: <https://www.jabfm.org/content/32/6/944.full>

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The Ohio State University Wexner Medical Center: 1-800-293-5123
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1800 West 5th Ave.
Columbus, Ohio 43212
Phone: (614) 932-9950 Fax: (614) 932-9920
www.mediasourcetv.com

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