



African American Women's Hair Issues and Engagement in Physical Activity Focus Groups

Executive Summary

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Engagement in Physical Activity
Focus Groups
Executive Summary**

**Focus Groups Conducted by
IMAGES Market Research**

**Executive Summary Prepared by
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BACKGROUND

Recent research and other healthy behaviors and physical activity literature have identified and highlighted that a barrier for many African American/Black (AA) women increasing their level of physical activity is their concern about what happens to their hair when they exercise. The fact that for many Black women moisture from perspiration often results in problems with their hair is not new information. However, only recently have promoters and providers of physical activity initiatives become aware of the link between AA women's hair issues and physical activity and that this connection needs to be considered in designing, promoting, and implementing programs that target Black women.¹

Non-Hispanic, African American women have the highest incidence of being overweight in the United States, at 48 percent compared to 33 percent for non-Hispanic white females.² This striking difference can be expected to have a great impact on morbidity and mortality. African Americans have been demonstrated to suffer the ravages of diabetes, cardiovascular disease, hypertension, and renal failure in greater severity than the general population. Moreover, according to the American Obesity Association 78 percent of black women are overweight and 50 percent can be categorized as obese.³

Several studies have found that hair care issues have some effect on African American women's exercise patterns. A study conducted by the Wake Forest University Baptist Medical Center found that many African-American women stay out of the gym to avoid damaging their hairdos, making the fight against the high rate of obesity among such women that much tougher.¹ Thirty-one percent of the 103 African-American women surveyed said that they exercise less because it might harm their hairstyles. As one of the researchers who worked on the study stated, few women would head straight to the gym from the hair salon, but the hair dilemma appears to be more of a factor for African-American women because they tend to spend a disproportionate amount of time and money on professional hair care. While all the women in the study agreed that exercise is important, fewer than a quarter actually met the federal Center for Disease Control and Prevention's recommended exercise rates.⁴ In another study conducted at the Saint Louis University School of Medicine on the parameters of obesity in African American Women, Railey reported that nearly one-half of the respondents stated that hair care issues affected when and how long they exercised.⁵

Hair stylists, fitness experts, and the popular media have noted hair concerns as a factor in low levels of physical activity among African American women. As Kimberly Garrison, a fitness expert and columnist for the Philadelphia Daily News observes, "All women are probably concerned about their hair, but it is more pronounced among African-American women because they are trying to maintain hairstyles that are not natural." She further notes that Black women's hair is more delicate, even though it is coarser, because the chemicals they often use to make it look 'Anglo' break their hair down."⁴

The lead investigator of the Wake Forest study, dermatologists Amy McMichael, who specializes in hair and scalp diseases, explains that many African American women with coarser hair use either heat straighteners or chemical products to straighten their hair. McMichael states that depending on how coarse or fragile their hair is, they can't just wash their hair after exercise without having to go through the whole process again, and that can take hours. Over-washing fragile hair can make it break off easily.¹ Dermatologist Jeffrey J. Miller of the Penn State College of Medicine also concludes that hair straightening, long-term braids, and frequent washing may damage African American hair. Moreover, Miller states that African Americans have different hair care regimens and scalp problems compared to white Americans.⁶

Hair stylists report that on average an African-American woman gets her hair done every two weeks. A stylist at a popular Harlem, NY salon notes that long weaves, are expensive and can be destroyed by sweat or water. Thus, women who opt for those may decide to forgo a sweaty workout. According to this and other stylists, a typical client might go to the gym Monday through Thursday. But on Friday, she will get her hair done for the weekend and she is not going to go to the gym after that. Even those who do work out regularly may be reluctant to work up a sweat for fear of ruining their hairstyle.⁴

Garrison, who also owns a fitness center in Philadelphia, stated that the majority of the AA women she trains use their hairstyle as an excuse to skimp on their exercise effort.

*Generally, a lot of women of color that I see working out aren't pushing themselves as much as they could because they are concerned about their hair," she said. "They say, 'I've got to go to work and I don't want to mess my hairstyle up,' so they don't work as hard." A typical explanation for not exercising is 'I bust a sweat when I go to the gym.' 'That's why I can't go today.'*⁴

By no means should African American women be viewed as a homogeneous group regarding hair issues and physical activity⁷. In fact, there is no chemical difference in the make up of African American hair in comparison with any other hair type. What is different is the wave, curl, kink and bonding pattern of the hair and this even varies among African Americans.⁸ Still, the barrier to being physically active that AA women's hair concerns pose has risen to the level of a public health issue, because as a group, African-American women are in greater need of exercise.⁵

A goal for the AARP social impact agenda is to expand its outreach to disproportionate "at risk populations" for which increasing levels of physical activity could help reduce chronic disease. Thus, in December 2008, focus groups were held with groups of AA women age 45 to 62 years and separately with groups of beauticians on the issues of black women's hair care as related to physical activity. The purpose of these groups was to better understand hair issues and concerns, and to explore ways to address these in planning physical activity programs for AA women –for example, programs that include hair stylists to support AA walking participants with hair issues.

The results of the qualitative research reported in this document can inform future efforts to increase sustained walking behavior and to broaden client reach, especially for walking programs for underserved populations who have the greatest risk for chronic conditions and diseases that physical activity can help prevent or reduce. Moreover, the research should help position AARP to create and leverage opportunities to make AARP's Social Impact agenda more relevant in African-American/Black communities.

KEY FINDINGS

Consumer Group Sessions

Managing time to do their hair and having time is a critical factor in making a commitment to exercise or participating in any physical activity on a regular basis.

- The women do not like physical activity that makes them perspire and avoid it because it gets their hair wet, and moisture in hair presents a problem that disrupts their entire daily schedules.
- Not being able to manage their hair was mentioned often as a barrier to exercise.
- It normally takes 1-2 hours to do their hair themselves at home each time they wash their hair.
- Even if time were not a factor, washing their hair is not feasible because this could result in hair damage and dry scalp problems.
- Participants are forced to schedule their exercise around the times they have hair appointments which usually occur every two weeks. They exercise more a few days before their appointment. During the first few days, or even the first week after going to the salon they will not exercise or participate in any physical activity whatsoever.
- Participants who go to the beauty shop, do not wash their hair in-between salon visits.
- The cost of a salon visit makes going more frequently prohibitive, but participants would consider going more often if they received a discount.
- Participants frequently discuss their hair issues and health concerns with their stylists.

Stylists Group Sessions

- Stylists indicated that the concerns consumers voice most often are *damaged hair* and *how to keep their hair healthy*. This including *damaged hair due to breakage, dry hair and scalp, dandruff, thinning hair, high maintenance hair* (sequence and scheduling for getting relaxer/color/condition/cut), and *unable to work out/exercise* and maintain hair style.
- Time and ability required for clients to manage their own hair after exercising are barriers to any physical activity.
- Stylists say they can't suggest any way that the hair will not get wet when you sweat. Sweat is what messes up the hairstyle and it's not just a matter of it drying it out, it needs redoing.
- Stylist mentioned while there is a slight concern about losing business if their clients attend the salon less often because of exercising, stylists liked the idea of a walking program where consumers would be recruited through the salon and the stylists would be working with their clients. They thought it would bring more business to them.
- The stylists noted that promoting a physical activity, especially of a strenuous nature that generates sweating, would be counter-productive to their business.
- The stylists' black clients say it is a waste of money to have their hair done and then exercise often.
- Stylists said they can help make hair less of a barrier to physical activity by:
 1. Educating consumers on what needs to be done to their hair to help manage it timely
 2. Recommending styles and products
 3. Leading by example – participate in the program with their clients
- Approximately half of the stylists said they would be interested in joining their clients in the walking program.
- Stylists liked the incentives (pedometer, cool cloths, and log book), and they also wanted hair maintenance products, prizes and/or contests as incentives.
- Stylists would be willing to give social support to clients who want to be more physically active, and they would like to participate in the program.
- Stylists were also very receptive about AARP sponsorship of a walking program; some were already members of AARP.

RECOMMENDATIONS

Recommendations Based on Consumer Group Sessions

Promotional materials should be developed and targeted for AA women that emphasize that walking is a form of physical activity that enables one to get the benefits of being physically active without creating hair problems that occur with vigorous exercise or certain types of moderate exercises such as cycling and swimming.

Because of the time and perspiration issues, promotional materials need to make AA women aware that they can accumulate the 150 minutes of physical activity per week in 10 minute bouts so they realize they can reap the benefits of being physically active without sweating out their hair.

Promotional materials should emphasize the role that the use of a pedometer has in helping to increase physical activity and to achieve goals without sweating a lot.

The walking programs with this population should build on the natural routine AA women say they follow—planning more vigorous and longer bouts of walking near the time of their salon visits.

Education and Outreach may want to make the “cool cloth” available to AA women to help keep down their body temperature around the head area when engaging in physical activity.

Education and Outreach should explore making black hair care brochures available online for walking programs with this population.

Walking programs with AA women should consider using hair care/maintenance tips for AA women hair learned from programs for this population in motivational messages.

Education and Outreach should consider partnerships with National African American women’s organizations such as black sororities to promote walking with hair issues upfront.

Recommendations Based on Stylist Group Sessions

Education and Outreach may want to explore working with hair trade organizations to sponsor and promote walking programs for AA women.

Education and Outreach may want to explore with hair care products supplier to provide discounts for their products to stylists participating in programs to encourage African American women to engage in physical activity for public relations purposes.

Education and Outreach may want to approach media outlets, including television with public service announcements (PSA) of AA women exercising with easy to manage hair styles (similar to the popular African American barber shop scenario to promote exercise and good nutrition among AA men).

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Appendix A:
Moderator Guides

AFRICAN AMERICAN KU WALKING PROGRAM FOCUS GROUPS

CONSUMER DISCUSSION GUIDE

Dec. 15, 2008 – Atlanta (IMAGES USA) 5:00 pm (110 min.)

Dec. 16, 2008 – Wichita, KS (The Research Partnership) 5:00 pm (110 min.)

Objective:

To explore thoughts and opinions about physical activity as it relates to different aspects of women's hair and its maintenance.

<p>I. <u>Intro / Warm-Up</u></p> <p>Total Time: 10 min</p>	<p>A. Welcome and FGI information/purpose of research:</p> <ul style="list-style-type: none">• The main purpose of our discussion is to explore your thoughts and opinions about physical activity.• No vested interest—obtaining information for an organization interested in physical activity.• Explain videotaping and backroom clients and the need to record and capture information shared in the group, confidentiality.• No right or wrong answers, want honest opinions – it's how we learn from you• Talk one at a time, no side conversations, let's have equal "air time"• Logistics: no smoking, bathroom one at a time, etc. <p>B. Respondent Introductions and Warm-up:</p> <ul style="list-style-type: none">• Give your name, age, household size, work outside of home, or not? (If so, occupation) <p>C. Since physical activity is our focus this evening, I am going to pass out a short questionnaire. Please fill it out and put it aside. We will come back to it later.</p> <p>D. Warm-up</p> <ul style="list-style-type: none">• How would you define beauty (in one sentence)<ul style="list-style-type: none">- Listen for references to hair, if any- Probe for hair if it does not come up
<p>II. <u>Hair Care & Maintenance</u></p> <p>Total Time: 15 min</p>	<p>A. In terms of managing your hair, how would you rate how easy it is to manage?</p> <ul style="list-style-type: none">• 1-5 scale: (1= not very difficult → 5= extremely difficult)?• Why that rating? <p>B. How would you describe your hair type?</p> <ul style="list-style-type: none">• Natural, relaxed/permed, fine or coarse texture• Has it changed a lot over the years from when you were 20/30/40/50/60?<ul style="list-style-type: none">▪ Positive or negative for you in dealing with any changes? <p>C. How do you typically wear your hair?</p> <ul style="list-style-type: none">• Natural, braids, relaxed/permed, weaves• What style do you wear most often? <p>D. Describe for me the routine you have in taking care of your hair?</p> <ul style="list-style-type: none">• How much time do you spend per day on your hair?<ul style="list-style-type: none">▪ Consider it a lot of time, or not?• How often do you wash it?• How often do you go to a salon/beautician? <p>E. What do you use on your hair?</p> <ul style="list-style-type: none">• Chemicals? Which ones?• Types of product used most often?• Use a flat iron? (Why?) <p>F. Did you change or do you think you'll need to change your hair styling routine in order to exercise, or not? How did you/would you need to change your hair:</p> <p>Probe: go from permed to natural, long to short, wear a ponytail</p>

<p>III. <u>Exercise Habits & Practices</u></p> <p>Total Time: 20 min.</p>	<p>A. How would you rate your <u>overall health</u> (rating on a 1-5 scale)? 1=poor, 2=fair, 3=good, 4=very good, 5=excellent</p> <ul style="list-style-type: none"> • Why rate it that way? <p>(Listen for: over-weight, lack of exercise, smoking, family history of chronic conditions)</p> <p>B. What part does physical activity play in managing your health?</p> <ul style="list-style-type: none"> • Participate in physical activities regularly or not? • If yes, how often and what type? • If no, why not? <ul style="list-style-type: none"> ▪ Taken any precautions or done anything specific regarding your health because of family history? Why? Why not? <ul style="list-style-type: none"> ○ If so, what? ○ If not, why not? <p>C. Would you say your physical activity regime is more about:</p> <ul style="list-style-type: none"> - Looking good - Feeling good - Manage/maintain good health - Avoid health diseases - Reverse health conditions/illnesses
<p>IV. <u>Barriers to Exercising</u></p> <p>Total Time: 10 min.</p>	<p>A. What types of physical activity most often participating in?</p> <ul style="list-style-type: none"> • Why one type vs. others? • Are there any physical activities that you avoid? If so, why? <p>B. What are some of the barriers to being physically active? (CHART)</p> <ul style="list-style-type: none"> • Pick top 2 reasons/barriers for you <p>Probe: time, energy, access to health facility, not physically able, etc.</p> <ul style="list-style-type: none"> • Listen for hair issues/concerns and probe for if not mentioned • Listen for family/friends support or lack of (in top 2 reasons, or not?)
<p>V. <u>Relationship of Hair on Exercise</u></p>	<p>A. What part does hair play in your decision to be physically active or not?</p> <ul style="list-style-type: none"> • On a 1-10 scale (1= not concerned at all → 10= extremely concerned) • How concerned are you about the effects of physical activity on your hair? • Big factor? • Why? Why not? • In what way? <p>B. Do you feel your concern for your hair is a barrier to being physically active in general?</p> <ul style="list-style-type: none"> • Impacts activities you choose to engage in? <ul style="list-style-type: none"> - What are “good” activities or exercises for your hair? Why? - “Bad” ones? Why? • Dictate how often you exercise, or not? • On a schedule for exercise that coincides with when you get your hair done? <ul style="list-style-type: none"> - At a salon? - Washed or maintained at home at home? <p>C. Do you schedule your physical activities around when you can take time for your hair?</p> <ul style="list-style-type: none"> • In what way? • How often, if ever, do you skip exercising because you have plans that day/evening and wouldn’t have time to fix your hair after exercising? • (For those who work outside of the home): How does work factor into taking care of your hair and exercising?

<p>Total Time: 20 min.</p>	<p>D. Of all the different hair styles you've had over the years, which one do you feel is the best/easiest to maintain with a regular exercise regime?</p> <ul style="list-style-type: none"> • Why that one? • How much times does it reduce your daily routine with your hair? In what way? • Did you/do you have that style now specifically because you need a hairstyle that interferes as little as possible with your current level of physical activity? <p>E. If someone you knew invited you to try out a new physical activity, what would be your first thought? (PROBE):</p> <ul style="list-style-type: none"> • Wonder if that will be fun • Will I be good at it • How will it impact my hair • How do I protect my hair <p>F. Would you be comfortable talking about hair care issues with someone other than your stylists? Or an African American (not quite sure how to word this)</p>
<p>VI. <u>Stylist Help</u></p> <p>Total Time: 15 min.</p>	<p>A. Did you/have you consulted your beautician/stylist on ideas for how you can wear your hair to incorporate exercise?</p> <ul style="list-style-type: none"> • Why? <ul style="list-style-type: none"> - Lower maintenance in between visits to the salon - Suggested styles/cuts for exercising • Is a stylist a good person to know or understand about the hair/exercise concerns women have? Why? Why not? <ul style="list-style-type: none"> - Listen to their advice, or not? <p>B. What did he/she tell you?</p> <ul style="list-style-type: none"> • Did you try it? • Did it work out like you were told? <p>C. Do you think your stylist could help promote and support exercise more to you?</p> <ul style="list-style-type: none"> • If so, why? Why not? • If so, in what way? (How?) • Do they know which styles work best for your hair with exercising? <p>E. How can they help you to make hair not such a big factor in term of exercising?</p> <ul style="list-style-type: none"> • Styles, products? • Educate you about benefits of exercising?
<p>VII. <u>KU Intervention</u></p> <p>Total Time: 15 min.</p>	<p>Physical activity/exercise experts recommend that most people should engage in at least 150 minutes of moderate activity per week, in at least 10 minute bouts.</p> <p>A. What would motivate you/what incentives would you need to participate in a 10 week walking program of at least 10 minute bouts, 150 minutes (2 1/2 hours) per week?</p> <p>B. Would you participate if your stylists provided skills training (i.e. helped you learn how to care for your hair) at no cost to you?</p> <p>C. Would you participate in the 10 week program if you could receive free hair care services?</p> <p>D. Other supports such as a stepcounter/pedometer? Shoes? (show and explain pedometer and cool cloth)</p> <p>E. Would you participate in you were recruited by your stylists?</p> <p>F. How important is it to you that your stylist should be physically active before recruiting/encouraging you to be physically active?</p> <p>How important is it to you to hear affirmations about your participation in the 10 week program (i.e. "looking good", "I see improvements in your hair", etc.</p>

<p>VII. <u>Tag Line Exploration</u></p> <p>Total Time: 10 min.</p>	<p>Now I want to turn your attention to the questionnaire. The first response is the physical activity level recommended. It has been established, that this level of PA has many positive health results, especially for many of the conditions and health problems that AA experience. However, many AAs generally, and female AA specifically do not obtain this level of PA.</p> <p>With this knowledge, AARP, a membership organization for midlife an older adults has initiatives that include a walking program. Participants in this program use step counters/pedometers like these to keep track of their PA with the goal of reaching the recommended PA level or more. (Show & describe step counter.) AARP would like to offer the walking program to AAs as well as other AARP AA initiatives.</p> <p>Now I am going to show you three possible headlines or slogans for AARP's African American initiatives. We'd like to know what consumers think of them so I'll ask your reactions to each of them. (ROTATE ORDER)</p> <p>—Live Life to the Fullest —The Power to Make it Better —Life Brings Wisdom. Membership Picks up Where Wisdom Leaves Off</p> <p>What comes to your mind when you see/hear _____? (DO FOR EACH ONE)</p> <ol style="list-style-type: none"> 1. What do you like most about it? 2. What do you like least about it? Are there any possible negative interpretations to it? <p>Team, here goes recommended wording and rationale (format used by MR at BBDO, Leo Burnett, McCann, etc.)</p> <p><u>Technical note:</u> Intro stated as 3 possible concepts to give the 3 “candidate concepts” equal possibilities (Q's 1-3) - Unstructured open-ends to avoid directionality i.e. respondents detecting desirable direction of the answer (Q3-b) - Second probe to further explore possible negatives</p>
<p>VIII. <u>False Closure</u></p> <p>Total Time: 10 min.</p>	<p>Check with backroom clients for any follow-up questions</p>
<p>IX. <u>Closing and Thank Respondents</u></p>	

AFRICAN AMERICAN KU WALKING PROGRAM FOCUS GROUPS

BEAUTICIAN'S DISCUSSION GUIDE

Dec. 15, 2008 – Atlanta (IMAGES USA) 7:00 pm (115 min.)

Dec. 16, 2008 – Wichita, KS (The Research Partnership) 7:00 pm (115 min.)

Objective:

To explore thoughts and opinions about physical activity as it relates to different aspects of their clientele's hair and its maintenance.

I. <u>Intro / Warm-Up</u> Total Time: 15 min	A. Welcome and FGI information/purpose of research: <ul style="list-style-type: none">• The main purpose of our discussion is to explore your thoughts and opinions about physical activity.• Explain videotaping and backroom clients, and the need to record and capture information shared in the group, confidentiality• No right or wrong answers, want honest opinions – it's how we learn from you• Talk one at a time, no side conversations, let's have equal "air time"• Logistics: no smoking, bathroom one at a time, etc. B. Respondent Introductions and Warm-up: Give your name, age, how long been a licensed beautician/stylist? (salon owner?) C. Warm-up <ul style="list-style-type: none">• How would you define beauty (in one sentence)- Listen for references to hair, if any
II. <u>Clientele</u> Total Time: 20 min.	A What percent of your clientele are African American/Black females? <ul style="list-style-type: none">• Thinking only of your AA female clients for the rest of this session, what part, if any, does hair play in terms of women as it relates to their beauty?• What are the most common styles your clients ask for?<ul style="list-style-type: none">- Why those? B. How would you describe your client's hair type/styles that you work on most often? <ul style="list-style-type: none">• Natural, braids, relaxed/permed, weaves, curly, wavy, course, fine• Which is the easiest for you? Why?<ul style="list-style-type: none">○ What about for your clients – which are easiest to them? Why?• Which is the most challenging for you? Why?<ul style="list-style-type: none">○ What about for your clients – which are more challenging to them? Why? C. What would you say are complaints most often heard from AA women with respect to their hair? (CHART) <ul style="list-style-type: none">• Top 2 picks?• Why those? (listen for exercise issues, discuss later) D. How often do your clients bring in a photo of a celebrity and ask for that hairstyle? <ul style="list-style-type: none">• How often is it possible for them to get that same look as in the photo? E. How often do your clients come to the salon? <ul style="list-style-type: none">• What services do they get most often?• What are the most common hair services you provide?• Same each visit? F. What do you use on their hair? <ul style="list-style-type: none">○ Chemicals? Which ones?○ Types of product used most often?○ Use a flat iron? (Why?)○ Pressing Comb? Hot Curls?

<p>III. <u>Health Concerns</u></p> <p>Total Time: 15 min.</p>	<p>A. To the best of your knowledge from what you see & hear, how would you rate your client's <u>overall health</u> (rating on a 1-5 scale)?</p> <ul style="list-style-type: none">• 1=poor, 2=fair, 3=good, 4=very good, 5=excellent• Why rate it that way?• (Listen for: over-weight, lack of exercise, smoking, family history of chronic conditions) <p>B. Do they talk about concerns with or have been diagnosed with any particular health related illnesses (that you know about)?</p> <ul style="list-style-type: none">• Have cancer, diabetes, obesity, high blood pressure, high cholesterol? <p>C. In terms of health, which adjective would you use to describe most of your AA female clients?</p> <ul style="list-style-type: none">• Probe: healthy, sedentary, inactive/active• Why? <p>D. What, if anything, do they do to control/manage their health concerns?</p> <ul style="list-style-type: none">• Do you know?• Do they talk about this with you? <p>E. What part does physical activity play in managing their health issues?</p> <ul style="list-style-type: none">• Think they participate in exercise/physical activities regularly or not?• If yes, how often and what type?
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<p>IV. <u>Barriers to Exercising</u></p> <p>Total Time: 15 min.</p>	<p>A. Type of physical activity your clients most often participating in?</p> <ul style="list-style-type: none">• Why one type vs. others?• What do they tell you? <p>B. Do you = participate in physical activity often, or not?</p> <ul style="list-style-type: none">• Why? Why not?• Do you believe there are benefits to regular exercise, or not?<ul style="list-style-type: none">- If yes, what are they? <p>C. What are some of the barriers to exercising more often your clients tell you about? (CHART)</p> <ul style="list-style-type: none">• Pick top 1 reasons/barriers for your clients• What keeps your clients from exercising more often?<ul style="list-style-type: none">- Probe: time, energy, access to health facility, not physically able, etc.- Listen for hair issues/concerns (in top 2 reasons, or not?) <p>D. In general, do your clients change or do you think they'll need to change their hair styling routine in order to exercise, or not?</p> <ul style="list-style-type: none">○ How?○ Probe: go from permed to natural, long to short, wear a ponytail, wig?
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<p>V. <u>Relationship of Hair on Exercise</u></p>	<p>A. Do you believe hair care issues are a barrier to AA/Black women exercising?</p> <ul style="list-style-type: none">• How concerned are they about the effects of physical activity/exercise on their hair?<ul style="list-style-type: none">- Big factor?• How do you know?• Why? Why not?• In what way?
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<p>Total Time: 20 min.</p>	<p>B. Do you feel their concerns for their hair is a barrier to exercise in general?</p> <ul style="list-style-type: none"> • Impacts activities they choose to engage in? <ul style="list-style-type: none"> - What are “good” activities or exercises for your hair? Why? - “Bad” ones? Why? • Dictate how often they exercise, or not? • On a schedule for exercise that coincides with when they get their hair done? <ul style="list-style-type: none"> - At a salon? - Washed or maintained at home at home? <p>C. Do they schedule their hair appointments around exercising? (or just the opposite)</p> <ul style="list-style-type: none"> • Do you feel that women who exercise come to the salon less often, more often, or about the same? • How does this behavior affect your comments about exercising? <p>D. Of the different hair styles, which ones do you feel are the best/easiest to maintain with a regular exercise regime?</p> <ul style="list-style-type: none"> • Why that one? • How much time does it reduce their daily routine with their hair? In what way? • Do some of your clients have that style now specifically because they need a hairstyle that interferes as little as possible with their current level of physical activity?
<p>VI. <u>Stylist Help</u></p>	<p>A. Do your clients ever speak to you about how physical activity/exercise affects their hair?</p> <ul style="list-style-type: none"> • What do they say? • If you had to estimate, what percentage of your AA female clients tell you they don’t exercise at all or not very often because of what it does to their hair? • What do you say to them? • Do you encourage them to engage in physical exercise regardless and provide them tips to deal with their hair? <p>B. Did you/have you consulted with your clients on ideas for how they can wear their hair to incorporate exercise?</p> <ul style="list-style-type: none"> • Did they ask you for advice as it relates to hair and exercise? • What were they looking for? <ul style="list-style-type: none"> - Lower maintenance in between visits to the salon - Suggestions on styles/cuts for exercising • Are you a good person to know or understand about the hair/exercise concerns women have? Why? Why not? <ul style="list-style-type: none"> - Think your clients listen to your advice, or not? - Why? Why not? • Do you feel as a stylist, you can promote and support exercise to your clients? <ul style="list-style-type: none"> ○ If so, why? Why not? ○ If so, in what way? (How?) <p>C. Do you recommend a particular hair style for AA women to wear if they are engaging in regular exercise that is lower maintenance?</p> <ul style="list-style-type: none"> • Did they try it (at home)? • How often do your clients get the hair style from you that you recommend? • Did it work out like you told them? • Do they generally come back and tell you that it worked or didn’t work for them?

<p>Total Time: 20 min.</p>	<p>D. How can you help them to make hair not such a big factor in term of exercising?</p> <ul style="list-style-type: none"> • Styles, products? • Educate them about benefits of exercising? (an expectation, or not?) <ul style="list-style-type: none"> - Feel comfortable/competent to do so? <p>E. Are their any products that you or your clients find that are helpful in reducing their worry/concern when it comes to exercising?</p> <ul style="list-style-type: none"> • If yes, what are they and what do they do?
<p>VII. <u>Intervention</u></p>	<p>DHHS recommends that most people should engage in at least 150 minutes of moderate activity per week, in at least 10 minute bouts.</p> <p>A. What incentives would you need to recruit, motivate and then support your customers to participate in a 10 week walking program of at least 10 minute bouts, 150 minutes (2 hours) per week?</p> <p>B. Would you be willing to provide skills training (i.e. helped them learn how to care for their hair) if the research supplemented the cost?</p> <p>C. Would your customers participate in the 10 week program if they could receive free hair care services during those 10 weeks of activity? Would supports such as a pedometer, cool cloths or shoes be incentives for them? (<u>show and describe pedometer and cool cloth</u>).</p> <p>D. Does your gender impact whether your customer will likely participate in a 10 week walking program?</p> <p>E. How important is it that you as a stylist should be physically active before recruiting/encouraging customers to be physically active?</p> <p>F. Would you be willing to provide social support to customers that participate in this program- i.e. “looking good”, “I see improvements in your hair”, etc.</p>
<p>VIII. <u>False Closure</u></p> <p>Total Time: 10 min.</p>	<p>Check with backroom clients for any follow-up questions</p> <p>Now I’m going to leave the room for a few minutes to talk with my team members in the back room to make sure we’ve covered everything. I’d like you to spend a few minutes discussing what one piece of advice you would give an AA female who is apprehensive to exercise or engage in physical activities because of what happens to their hair. When I come back, we’ll discuss what you’ve come up with.</p> <p>(Upon return) Debrief their discussion</p> <p>Additional follow-up questions from backroom</p>
<p>IX. <u>Closing and Thank Respondents</u></p>	