

Dairy Council Provides Nutrition Materials For Black Men

SOUTHAMPTON (Bucks Co.) - When the Arthur Ashe Institute for Urban Health began its search for health education materials for men in the black community, Dairy Council, Inc. stood out as a unique, valuable resource for reaching this audience. Several years ago, Dairy Council developed its video, Barbershop Talk, to fill the niche of nutrition education materials for African American men.

The Arthur Ashe Institute for Urban Health, located in New York City, offers health resources to disadvantaged com-

munities. One of the Institute's goals has been to reach African American males with health messages. The Institute has developed a pilot program for barber shops, which will be used to develop health education models for men and to determine if the barber shop is the best place for men to receive health education information. The pilot program has been implemented in barber shops in East New York, Bedford Stuyvesant, and Flatbush.

The video, Barbershop Talk, which addresses topics including high blood pressure, fat, lac-

tose intolerance, the food groups, weight control, and the benefits of healthy eating, proved to be the ideal material for the program. The video provides emphasis on dietary choices as they relate not only to the individual, but to the family and the African American community as a whole. Statistics show that the African American population is at greater risk for fatal heart attacks, strokes, high blood pressure, adult onset of diabetes, and cancer, all diseases associated with diet.



Jan Stanton, executive director of Dairy Council, Inc., right, met recently with Max Jean-Paul, project director for the Arthur Ashe Institute's Different Faces of Health program, which offers health resources to disadvantaged communities. The Arthur Ashe Institute is using Dairy Council's video, Barbershop Talk, to extend health messages to men in the black community, through a pilot program in barber shops in New York City.



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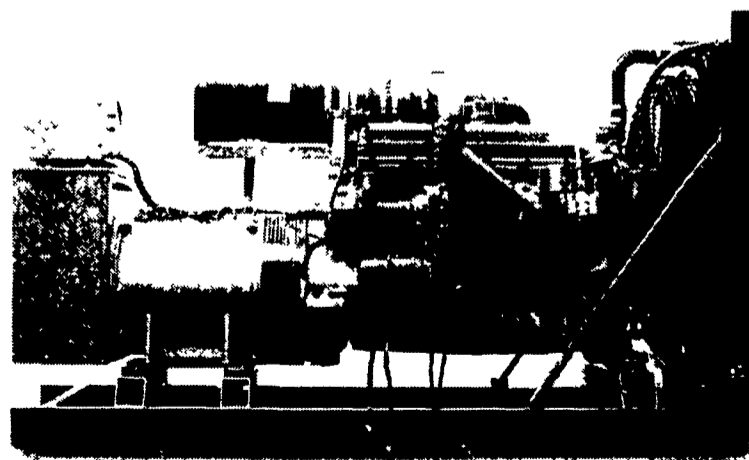
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