

Community Diagnosis:

Need for relationship-building
between the Oregon Collaborative
for Healthy Nail Salons and
Southwest Portland nail salons.

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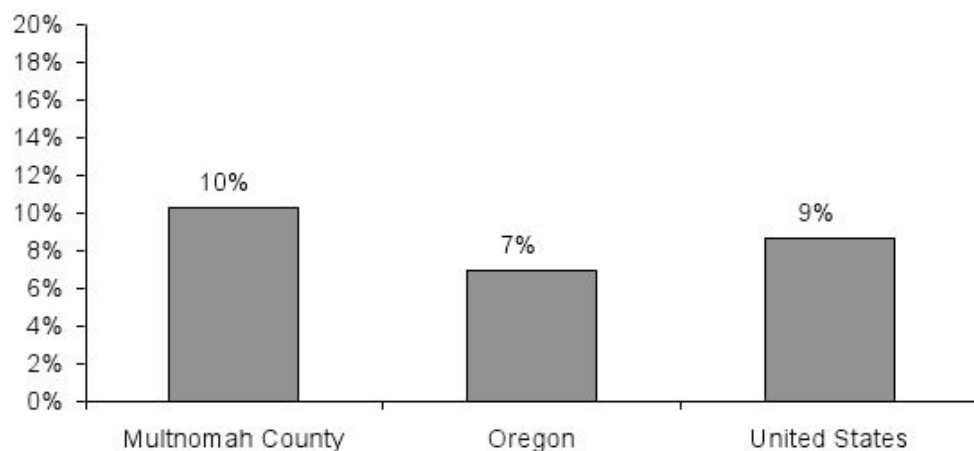
Local Context

Multnomah County is the most populous county in the state, with 19% of Oregon's population in 2006.

Population of Multnomah County by Race/Ethnicity, 2006		
Race/Ethnicity	Population	Percent
White non-Hispanic	539,617	77.0%
African American	41,731	5.9%
American Indian	7,732	1.1%
Asian/Pacific Islander	47,370	6.8%
Hispanic	70,298	10.0%

Source: Portland State University, Population Research Center

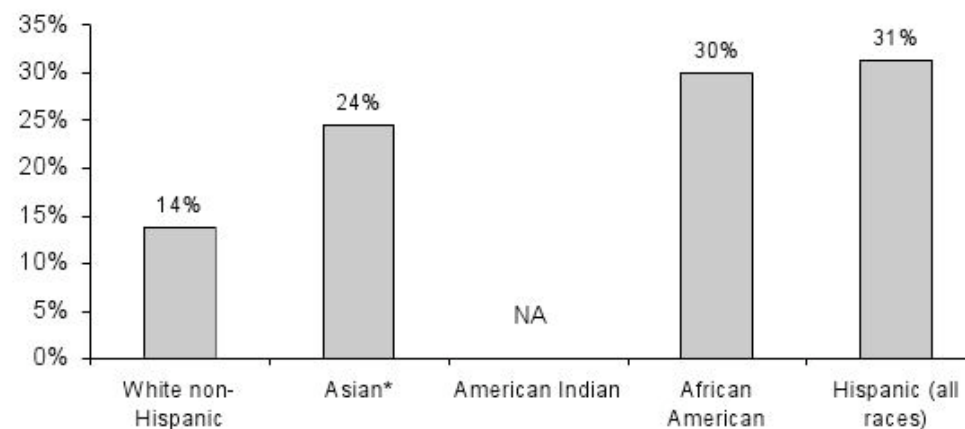
Percent of population 5 years and over Who Speak English Less than "Very Well", 2005



Source: American Community Survey, U.S. Census Bureau

Adapted from "Multnomah County: Demographics and Socioeconomic Characteristics" (2007). *Multnomah County Health Department Health Assessment & Evaluation*.

Below Poverty Level by Race/Ethnicity Multnomah County 2005



Source: American Community Survey, U.S. Census Bureau

* Does not include Native Hawaiian/Pacific Islander

Windshield survey

- Reliance on private vehicles for transportation
- Stark socioeconomic contrasts
- Buildings were in good condition and well-maintained
- Parks and green spaces in residential areas

Our Experience

We initially called or visited 40 nail salons with the goals of completing a needs assessment and engaging in trust-building.

Results:

- 18 salons had closed
- 17 salons were not interested in speaking with us.
- 3 interviews were conducted

Given these numbers, we changed our strategy toward initiating communication and trust. We dropped by salons to offer information about a local health center for the uninsured. We also conducted an observational assessment of the environmental conditions in each salon we visited.

Interview Results

Employee Concerns

- Lack of insurance
- Workplace ergonomics
- Pregnancy
- Hair loss

Client Concerns

- Age-related challenges
- Skin issues
- Diabetes
- Cancer

- Allergies
- Free preventative care and health screenings

*Note: Environmental health and chemical exposures were **not** identified as concerns*

What Worked Well

- Sharing a common language with interviewee
- Interviewees with a prior relationship with OHSU
- Providing incentives for participation

What Didn't Work Well

- Calling ahead to schedule interviews
- Walking into salon unannounced
- Interviews involving a language barrier
- Conducting interviews in the workplace during business hours

Recommendations

The Basics

- Partner with local Vietnamese organizations that are trusted by the Vietnamese community
 - Vietnamese schools (Lac Hong or Van Lang)
 - Oregon Vietnamese Community Association
 - Vietnamese Student Associations at PCC and PSU
 - Vietnamese churches (Vietnamese Bible Church, Vietnamese Christian Community Church)
 - Vietnamese Science & Culture Society of Oregon
- Provide incentives for relationship building
- Speak with salon owners prior to engaging employees
- Have translation services for all interactions with Vietnamese salon workers

Next Steps

- Invite salon workers to participate in a needs assessment focus group
 - Schedule at a convenient time
 - Provide childcare, meals, and incentives
 - Conduct with involvement from partner organization(s)
 - Provide information about local health care resources (e.g. SW Community Health Clinic)
- Base all interventions on needs identified by the nail salon community
- Follow up with in-salon trainings or events
- Be patient! Relationship building is a gradual, ongoing process.