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Program Developer/Project Director  
Making it Count CDC-TIGHT4Life**





# MAKING IT COUNT

COMMUNITY DEVELOPMENT CORPORATION



# Objectives

1. Empower Community Influencers
2. Promote Health Equity Through Education
3. Strengthen Community Outreach and Engagement



# Our Team



**MPH, TTS, CHW**  
Project Tobacco Treatment Specialist



**MHFA**  
Program Management



**Community Outreach Coordinator**



Wayne Mobile Health Unit

**Detroit Recovery Project**

**Michigan Department of Health  
Human Services (MDHHS)**



# Current Research

## Barriers to Cessation for Black Smokers

- Targeted Marketing
- Limited Resources
- Knowledge Gaps
- Underutilization of Services

Center for Black Health and  
Equity, 2024



# Current Research

1. **Black Americans or African Americans, (55%) said they have had negative experiences with doctors, including having to speak up to get proper care and feeling like the pain they were experiencing was not taken seriously. This mistrust for healthcare is a serious barrier to improving health equity for the targeted community (Cox, 2024).**
2. **Culturally tailored interventions embedded within the community are most effective(Joo & Lui 2021).**
3. **Health disparities in Detroit, where 39% of the African American adults are obese, 14% have diabetes, and 42% suffer from hypertension (2021 PA653 Health Equity Report Full Report).**
4. **Goodwin et al. (2023) tobacco use remains a critical issue, with 80.9% of the target group's adult smokers using menthol cigarettes, a much higher rate than the general adult population (43.4%).**

# FDA Menthol Ban & Smoking Cessation

- **Ban could prompt ~923,000 quits in 13–17 months**
- **Long-term impact**
- **Behavioral outcomes**
- **Equity benefits**
- **Global evidence**
- **Public health gain**

# Trusted Professionals

[Hair Dressers; A License to Touch](#)



# TIGHT 4 LIFE AND THE 8 PILLARS OF HEALTH PROMOTION AND EQUITY



# THE POWER OF BLACK BARBERS AND STYLISTS (BEAUTICIANS) IN COMMUNITY HEALTH ADVOCATES

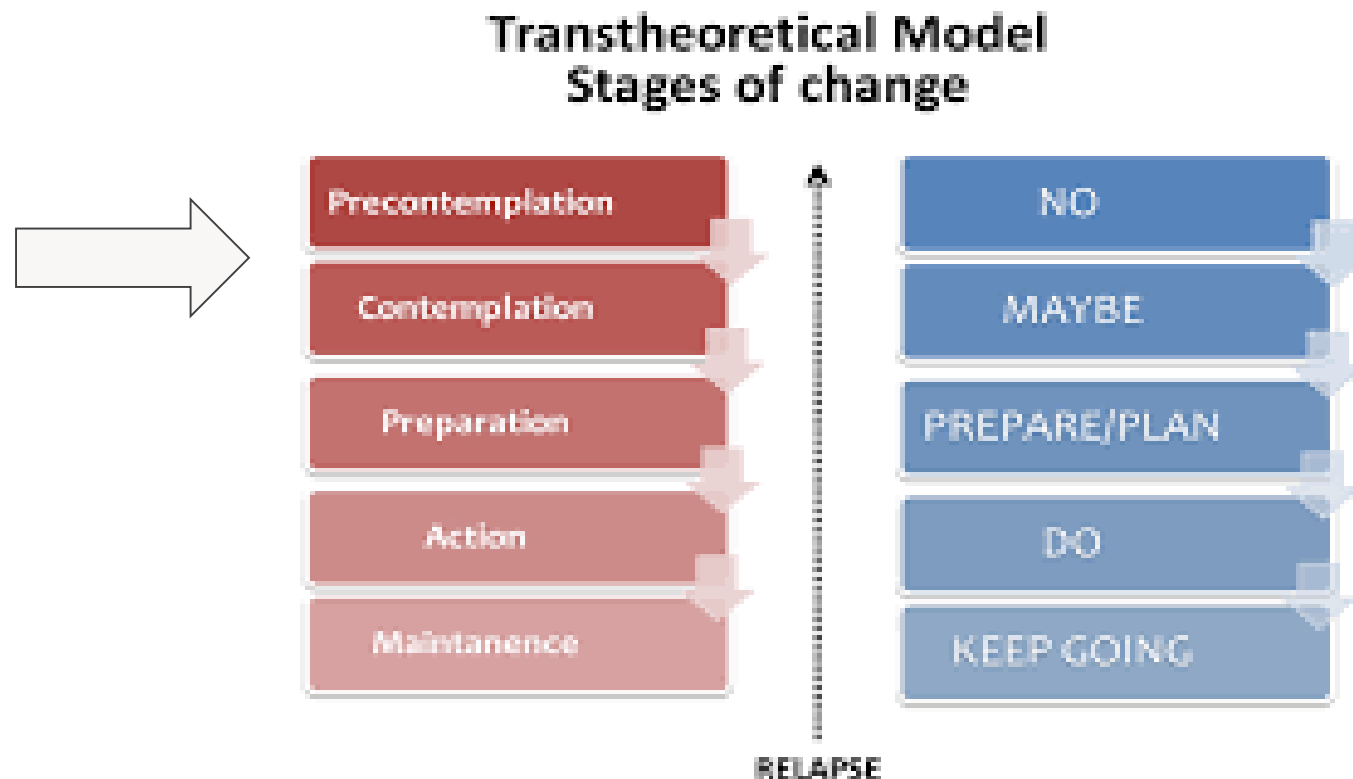


- **Trusted community influencers providing health info and referrals**
- **Historic role in promoting wellness and community support**
- **Currently increasing access to care, reducing disparities, improving health literacy**

# TIGHT 4 LIFE: A TRANSFORMATIONAL INTERVENTION 4 GRASSROOTS HELP TRAINING: **CHALLENGES**



# Transtheoretical Model (TTM) for Behavioral Change



# TIGHT4LIFE PROGRAM PROCESS SERT FRAMEWORK



Screen



Educate



Refer



Track

# Promotion

## BREAST & CERVICAL CANCER SCREENING PREVENTION STARTS HERE: GET SCREENED TODAY



The Michigan Department of Health & Human Services offers the Breast and Cervical Cancer Control Navigation Program (BC3NP).

### BC3NP Program

- Provides low income women breast and cervical cancer screening
- Provides follow-up care if needed
- May provide cancer treatment based on eligibility



### Making It Count

Making It Count is partnering with barbers and beauticians to implement TIGHT4Life, a Transformational Intervention 4 Grassroots Help Training (T4L). T4L equips barbers and beauticians to combat chronic diseases and increase access to valuable resources in the black community, enabling them to effectively advocate and refer their clients to essential services.



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**Making It Count**  
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(313)-635-5978



## Tobacco-free tips for success!

5 D's can help you cope:

- **D**rink water.
- **D**eep breathe.
- **D**o something else.
- **D**iscuss with a friend or family.
- **D**elay - allow some time for the urge to pass.

Sign up now!



visit [www.umakeitcount.org](http://www.umakeitcount.org) for more information.



You **CAN** quit  
tobacco!  
Sign up today.



Please visit [www.umakeitcount.org](http://www.umakeitcount.org) for more information.



## Benefits of Quitting Tobacco



IMPROVES health and INCREASES life expectancy



LOWERS risk of 12 types of cancer



LOWERS risk of cardiovascular disease



LOWERS risk of chronic obstructive pulmonary disease (COPD)



LOWERS risk of some poor reproductive health outcomes



## MI TOBACCO QUITLINK

### Ready to quit?

1-800-QUIT-NOW (1-800-784-8669)

Many smokers don't know how to start quitting. Being prepared and knowing what to expect can help. Learn how to prepare for your quit day.



Sign Up Now!

### Free Health Clinics

Primary Care

Mental Health Services

### Detroit Recovery Project

1145 West Grand BLVD Detroit MI 48208

313-324-8900

### Premiere Quality Health Center

12048 Grand River Ave Detroit MI 48204

313-635-5978



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[umakeitcount.org](http://umakeitcount.org)



## Tobacco Resource Guide



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Making It Count (MIC) is establishing partnerships with barber and beauty shops to implement TIGHT 4 Life, a Transformational Intervention 4 Grassroots Holistic Training (TIGHT) to promote smoking cessation in metro Detroit specifically in the African American community.

Please visit [www.umakeitcount.org](http://www.umakeitcount.org) for more information.

## QuitBot App

QuitBot App is a free quit smoking program created for a clinical study by researchers at Fred Hutchinson Cancer Research Center. The app provides tips on staying motivated to quit, coping with withdrawal and cravings, and preventing relapse.



Sign Up Now!

## My Strength:

### Detroit Wayne Integrated Health Network



Sign Up Now!

#### Access Codes:

- Community Member: DWMHAp
- Care Giver/Guardian: DWMHAcare
- Member/Consumer: DWMHAc
- Provider staff person for personal use: DWMHASTaff



## My Strength:

### Macomb County Mental Health



Sign Up Now!  
Access Code:  
MCCMHcomm

### Oakland County Health Network



Sign Up Now!  
Access Code:  
OCCMHA



# Breast & Cervical Cancer Control Navigation Program



- Provides low income women breast and cervical cancer screening
- Provides follow-up care if needed
- May provide cancer treatment based on eligibility



Scan QR  
code and  
complete  
the New  
Client  
Interest  
Form.

## Screenings & Support

Michigan Department of Health  
& Human Services  
[www.michigan.gov/mdhhs](http://www.michigan.gov/mdhhs)  
(517)-241-3740

### Free Health Clinics Primary Care & Mental Health Services

**Detroit Recovery Project**  
1145 West Grand Blvd  
Detroit, MI 48208  
(313)-324-8900

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## Early Detection Saves Lives

Breast and Cervical Cancer Control  
Navigation Program



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## Breast Cancer Facts

**1 IN 8 WOMEN**



1 in 8 women will be diagnosed with breast cancer during her lifetime.



Breast cancer risk increases with age. Mostly found in women **age 55 or older.**



**85%** of breast cancer cases occur in women who have no family history of breast cancer.



Certain gene changes (most commonly in **BRCA1** and **BRCA2** genes) can create a higher risk for breast cancer.

## Cervical Cancer Facts



**99%** of cervical cancers are caused by an infection with certain types of the **HPV.**



**80%** of people will get an HPV infection in their lifetime.



**13,360 new cases**

About **13,360 new cases** of invasive cervical cancer will be diagnosed and **4,320 women** will die from cervical cancer.

**AGES 35 - 44**

Cervical cancer is most frequently diagnosed in women aged **35-44.**



The death rates for black women are about **65% higher.**

## Prevention Starts Here



No alcohol



Exercise



Healthy diet



No smoking



Get Screened

# Life-Saving Resources Distributed

Over 150 participants  
Screened and  
referred to MDHHS  
Breast Cancer and  
Smoking Cessation  
Programs

□ Reproductive  
Health Kits  
50+  
Contraceptives,  
Emergency  
contraception,  
Condoms, Family  
planning

🔪 Harm Reduction  
Kits  
100+  
Narcan, Fentanyl  
strips,  
Xylazine, CPR masks

🌍 Total Lives  
Impacted  
300+  
Across Metro Detroit

# Evaluation

1. Since inception, **110 clients, 100%** African American signed up for services.
1. The number of locations with TIGHT 4 Life increased to **8** sites with the potential for additional sites.
1. Have since included dance instructor and physical trainer.
1. Ongoing support and follow up by stylists and TTS counselors, dance instructor and physical trainer are important to move clients from precontemplation to cessation.

# Evaluation

**46.05%** would like to quit tobacco now or soon (within the next month), **30.26%** would like to quit tobacco sometime (but not within the next month), and **19.74%** are not interested.

# Evaluation

**“Stress”** appears most frequently as the  
cause of  
relapse

# Evaluation

**10%** of patrons referred to smoking cessation programs have reported being tobacco-free for **30** days or more



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Thank You!

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