

‘Give me a shave and a shot’

NCPA June 2, 2021

A partnership that includes Black community and business leaders, the University of Maryland, and the White House COVID-19 response team is reaching out to barbers and stylists across the country in an effort to tackle vaccine hesitancy. “Why not go where people already have trust – the barbershop and the salon,” said Stephen B. Thomas, a health policy professor at the University of Maryland School of Public Health. “These are the people who have street credibility and can educate folks enough so that they want the vaccine. “

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