



# BARBERTALK LIVE

COMBINING MENTAL HEALTH AND BARBERING EDUCATION TO MAKE A SAFER MORE STYLISH WORLD

## RECOGNISE. ASK. LISTEN. HELP.

With the idea to train barbers to **RECOGNISE** the signs, **ASK** the direct questions we normally avoid asking for fear of the answer, **LISTEN** with empathy and without judgement and finally **HELP TO HELP** people find the right resources for them or keep them safe.

The idea was developed with help from people working at Public Health England, Samaritans, Psychiatrists and most importantly barbers.

The idea has gone through many concepts and ideas from live training of a full day after founder attended ASIST and Mental Heal First Aid realising that there was an opportunity to create a bespoke training for the unique position Barbers hold within society and the communities they serve. Then due to lack of man power and time a online version was considered via a subscription for ongoing support. Then finally back to a live facilitation version considering the importance of human to human contact on the subject and the ability to combine hair demonstrations from top barbers as a 'carrot' to attract the industry and give them value in both hair and mental health knowledge. During this process we created BarberTalk Lite, a free online quiz to give barbers some knowledge and award them with certification, window stickers and a place on our Lions Map.

Our first BarberTalk Live event was held on 28th April 2019 to great avail and on the day we trained 45 barbers from Devon successfully. We have now officially trained well over a 100 hair pros with BarberTalk Live and BarberTalk Lite. On this day we invited 7 Lions Ambassadors to help us create the video content for our new BarberTalk Lite online training and BarberTalk Live with the help of former Psychiatrist of the Year, Peter Aitken. These videos have now been edited and in the process of being added to our website for global reach, making barbers chairs safe places for men all over the world.

The next step is to train more barbers, starting with the City of London, where we are working with the City of London Corporation with our aim to train up to 90 barbers/hair professionals. We are also having conversations with City & Guilds about incorporating the BarberTalk Training into the hair qualification, meaning that the future of our industry will all be trained to *recognise, ask, listen and help to help*.

**Total for 1 #Barber Talk Live Event Training, for 20 barbers - £2550 (£127.50 per barber)**

This will include Lions Pop up Barber Studio, Lions Ambassadors, Barbers, Course Booklet and Materials, Transport. Client must find a location/venue, provide catering, help with local models(for hair demo)

