

'Saving lives, one conversation at time.'



BarberTalk[®]

Hair&BeautyTalk[®]

Mental health training for professionals in the barbering and hair & beauty industry

DAT●Training Ltd

Do you want to save lives?

72%

of those who take their lives have had no contact with Mental Health Services in the year before their death

...but, they are most likely to have had a haircut or beauty service

What you can do to help:

- Do you or those you know see a barber, hairstylist or beauty therapist?
- Is there a Salon, Spa or Barbershop in your city, town or village?
- Have you or those you know suffered loss of a loved one, a job, a pet?
- Do you trust your barber, hair stylist or beauty therapist?



Would you be able to invest to train 20 barbering and hair & beauty professionals?

Training includes:

- 4 hour course
- Workbooks (Digital/Hard copy)
- Certificates
- Pin badge

The origins of the training



After the death of his friend Alex, in 2015 Torquay-based barber Tom Chapman founded the charity 'The Lions Barber Collective'. Our mission is to create non-clinical, non-judgemental safe spaces where men feel comfortable to talk about their mental health and to signpost them to support and information.

Recognising that professionals in the barbering and hair & beauty industry are often a trusted confidant and friendly ear to their customers, Tom collaborated with experts to develop the clinically backed, BarberTalk and Hair&BeautyTalk training courses for professionals to support their clients and communities.

The BarberTalk and Hair&Beauty Talk training aims to arm barbers and hair & beauty professionals with the skills to **RECOGNISE** signs of poor mental health in their clients, **ASK** direct questions to facilitate conversation, **LISTEN** with empathy and no judgment, and **HELP** to signpost their clients to the support they need.

Through a network of ambassadors and prospects, the Lions reaches out to communities globally through a series

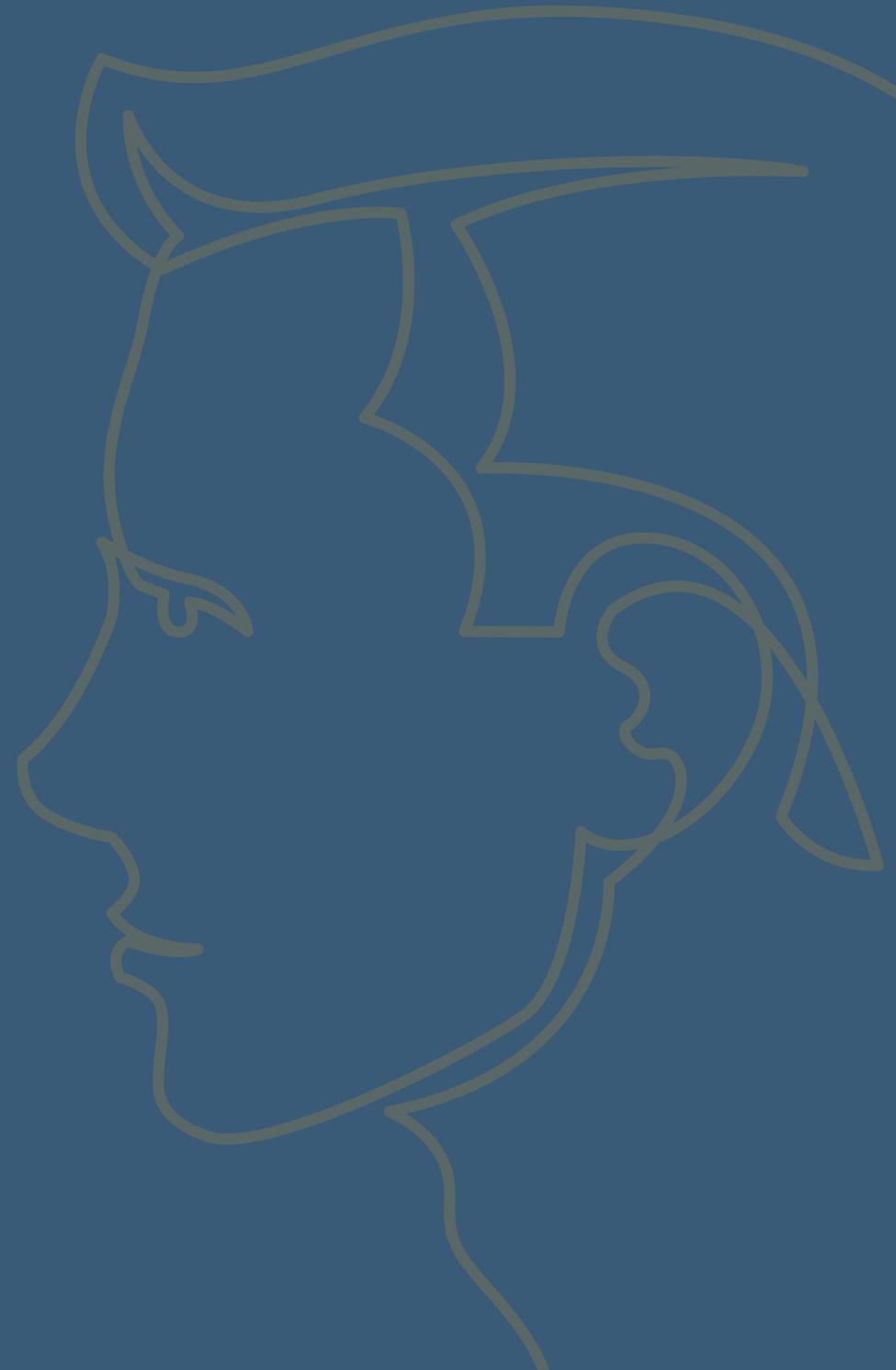
- raise awareness of mens' mental health
- equip hair and beauty professionals with the skills and tools to support the mental health of their clients
- provide non-judgmental, safe spaces for men to share and open up

The Facts

- Suicide is the biggest killer in under 45's in the UK
- 75% of them are men
- 2/3 of people who take their own life have had no contact with professional services, but they are likely to have had a haircut

What we know

- Many people, including men find it difficult to discuss their issues and therefore feel isolated and without support
- Sharing and talking about ones issues and feelings is one of the first step to good mental health
- Professionals working in the barbering and hair & beauty industry are in a unique position to built rapport and trust with their clients that encourages sharing and allows to provide a supportive role.



THE IMPACT OF THIS TRAINING



Has the potential to see up to 60 people per week, 240 per month and 2,880 opportunities

* Conservative estimate to allow for limitations arising from Covid restrictions



100
PROFESSIONALS
TRAINED



Up to **6,000** people
can now be reached
per week
Up to **24,000** people
can now be reached
per month



Up to **288,000**
people can now be
reached per year

Saving lives, one conversation at a time.

WHY IS THIS TRAINING SO IMPORTANT?

‘Ofsted Personal Development Section 28 states the need for Mental Health education as well as contributing positively to society’

- Despite those working in the hair and beauty having conversations every day, the current core training curriculum only covers 'physical' health and safety. This training fills a much needed gap in the syllabus and prepares those playing a vital role in the community.
- Both courses include the Five Steps to Mental Wellbeing (NHS) to support attendee self-care
- Mental Health Personal Training (MHPT) is an additional programme we have developed to support physical health also.

What are people saying about the training?

'I gained a lot of confidence and knowledge of what tools we can use as hairdressers to recognise ill mental health and what we can do to help people that need it. But most of all it really changed my perception on mental health and how we can all be affected, I feel I can now talk about it more positively and not feel afraid of saying the "wrong thing"'

'I learnt a lot today, especially sometimes being more direct with questions can really help someone and sometimes it is important to ask these questions. I also learnt how important it is to listen to your clients and allow them to talk freely.'

'I have gained loads. I feel more confident about asking the right types of questions and how to listen more effectively but most importantly I now feel more confident to point people in the right direction for help.'

'It's invaluable talking to other barbers and sharing ideas and knowing that you've got a support system.'

'It has been a reminder of the importance of my own mental health. I need to keep myself in a good place in order to help others.'

Survey results from recent course series



Further opportunities

- Train the trainer scheme for your college or organisation
- Bespoke training packages available through our TutorTalk and StudentTalk courses for an education environment

Contact for more information
on packages available:

dattrainingltd@gmail.com

www.dattrainingltd.com

DAT●Training Ltd

