

14 Minnesota Barber Shops and Salons Participate in President Biden's 'Shots at the Shop' Initiative

Today, Governor Tim Walz announced that fourteen Minnesota barber shops and salons are now participating in President Biden's 'Shots at the Shop' initiative, a nationwide program to engage Black-owned barbershops and beauty salons to support local vaccine education and outreach efforts.

“The COVID-19 vaccines save lives and every conversation that shares that message matters,” said Governor Walz. **“Anyone can be a strong advocate for these vaccines — whether you’re a doctor advising patients, a sibling talking to a loved one, or a barber cutting your neighbor’s hair. Thank you to everyone participating in the Shots at the Shop initiative for helping to meet people where they are and encouraging everyone to roll up their sleeves and get their shot.”**

“Trusted messengers in the community who share the safety, efficacy, and critical importance of getting the COVID vaccine are key to keeping our loved ones and neighbors safe,” said Lieutenant Governor Peggy Flanagan. **“I am deeply grateful for all the barber shops and local public health workers teaming up to bring awareness, convenience and ease to getting vaccinated.”**

“Barber shops and beauty salons are a place to talk about a lot of things going on in your life — and health is one of them,” said Dr. Nathan Chomilo, COVID-19 Vaccine Equity Director at the Department of Health. **“For those who have yet to get their COVID-19 shot, we need to continue to show up with reliable information, address their concerns, and then continue to minimize barriers to getting their shot when they are ready. The Department of Health is committed to supporting this initiative and is continuing to support community vaccination sites across the state.”**

Shots at the Shop is a White House-backed effort from the University of Maryland's Maryland Center for Health Equity, the Black Coalition Against COVID, the National Association of County and City Health Officials (NACCHO) and the beauty and personal care brand SheaMoisture to recruit and select 1,000 Black-owned barbershops and hair salons nationwide to promote informed decision-making as a means to increase COVID-19 vaccinations. It builds on the work of Dr. Stephen Thomas who for 15 years has demonstrated how barbershops and beauty salons can be critical and culturally relevant portals for health education and the delivery of public health and medical services.

Through the White House initiative, participating barbers and stylists receive a small grant and attend an online training on how to provide factual information about the vaccine to their clients. Shops will engage customers with information about the vaccines and display educational materials. MDH has partnered with Black Nurses Rock to offer financial and logistical support to barbershops and salons who wish to host on-site vaccination events.

Minnesotans can currently get vaccinated at one of the barber shops in the metro area offering free, walk-in vaccinations:

Wilson's Image Barbers & Stylists

2124 1/2 W Broadway Ave, Minneapolis, MN 55411

Every Friday and Saturday, 10 AM - 2 PM

Ending Saturday, August 21, 2021