



Josephine Mayfield, her head covered in orange and blue twist-flex rods, is at Majestic Hair Design in Irondequoit for a wash and roller set.

But owner Debbie Wise, shown above, is slipping in another service- a blood pressure screening- for free while Mayfield is under the hair dryer.

Wise stares at the digital blood pressure monitor. Mayfield closes her eyes, cups her hands in her lap and breathes slowly.

The numbers stop flashing.

"173 over 116," Wise says

Mayfield grimaces. She'd confessed at the beginning of her appointment to skipping her blood pressure medicine this morning, but educators,

people who have been trained to take blood pressures, encourage clients to see their doctors if the readings are higher than normal, and pass out health-related material.

They are part of a group of 25 stylists and barbers in the Rochester area who offer blood pressure monitoring as part of a communitywide health campaign supported by Trillium Health and the High Blood Pressure Collaborative.

Salons and barbershops are ideal places to raise awareness about health disparities in African American and Latino communities, says Phyllis Jackson, one of the Get It Done program organizers and the community wellness project manager at Common Ground Health.

People congregate there, they're comfortable there, and they share their most personal stories there. These places are where long-term and...

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take lightly. a role she doesn't

"I can't save someone's life, but I can steer them in the right direction to help extend their life," she says. "I feel awesome about the a

