

James is joining us now with more on an event from last weekend where Lines for Life is working directly with the community. James. Yes, Lines for Life is partnering with black barbershops and salons to offer mental health support and familiar spaces. Now over the weekend we attended a certification event that Queendom cuts on 17th and Alberta. Barbershops have long been trusted spaces where people not only go to look and feel better but also confide in their barber or hairdresser about personal matters. There's a lot of trauma and grief in this community and mental health has to be at the forefront when we talk about healing the community. There's a lot of stigma and there's a lot of misinformation about mental health in marginalized and communities of color. So this concept is let's bring this conversation to places like barbershops, natural oases, natural gathering places where people of color gather and just have this conversation in a natural occurring kind of environment. This includes barbers being trained in mental health first aid where Lions for Life is partnering with North by Northeast Community Health Center to offer blood pressure checks. The rate of high blood pressure among black people in the United States is among the highest in the world according to heart.org. Black people have elevated heart rates and it's we need to come together to teach each other how to eat healthy how to help each other when we're in a mental crisis. So what I want people to know is this is a safe place. If you're going through something, you can come here and speak with us. Pull me to the side. I'm always here. You can come by in the barbershop just to hang out with us. I think that it's great to have a place where people can come and speak freely without the judgment of maybe some other places. Barbershops have always been known for that. In Portland, black citizens are associated with high homicide rates, along with gentrification, depression, and economic issues. It's a strong step in the right direction to deal with grief and trauma by bringing the community together in a familiar and safe setting. Now, this is the third shop Lines for Life Equity is certified in the Portland Metro, and they have plans to expand to other shops across the city, creating more safe spaces where people of color can access mental health support and also other health resources. That's such a great program, and James, great job telling that story. I know it means a lot to you to have told that one. And to be able to bring this to a place like a barbershop, it's more accessible, right? I love this idea. Go where the people already are. It makes a lot of sense. James, well done.