



gender inequality  
myths of family violence  
silence and isolation

**Supporting Salon Professionals as  
Champions of Change:  
The HaiR-3R's Program and  
Responding in the Salon Context**

Hannah McCann and Kali Myers





This report was developed for the Eastern Domestic Violence Service (EDVOS) by Dr Hannah McCann and Kali Myers between 2018-2019

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## Introduction

This report reflects on the strengths and future directions of the Eastern Domestic Violence Service's (EDVOS) HaiR-3R's program. EDVOS is a not-for-profit specialist family violence service for Melbourne's Eastern Metropolitan Region (EMR). EDVOS is primarily funded by the State Government of Victoria. EDVOS's stated mission is "To take a collaborative and evidence-based approach to supporting those experiencing family violence whilst also working to prevent family violence before it occurs" (EDVOS 2018a). In service of its mission statement EDVOS has recently developed the HaiR-3R's (Recognise, Respond and Refer) program. The program is inspired by and adapted from the long-running "Cut It Out" program in the USA.

The aim of the research that forms the basis of this report is to provide additional qualitative data to sit alongside EDVOS's own internal training evaluation analysis (details included below). Through this report we hope to offer further insight into the effectiveness of EDVOS's HaiR-3R's program, as well as identify possible opportunities for future development of the HaiR-3R's program or similar training.

This research was primarily conducted via qualitative interviews with participants who completed the training in 2018. The in-depth conversations with participants offer insight into the HaiR-3R's program from the perspective of salon professionals themselves. While EDVOS's evaluation of the program provides a strong indication that the training is successful, this report offers expanded insights into the benefits of the training for individual salon professionals, as well as suggestions to strengthen future iterations of the program.

## About the HaiR-3R's Program

The HaiR-3R's training program was launched in January 2018. At the end of the pilot program (February – July 2018) EDVOS had trained 309 salon professionals in the EMR, metropolitan Melbourne and regional Victoria.

The idea behind the HaiR-3R's program was to equip salon workers with the skills and materials needed to feel confident in "knowing what to say [and] knowing what to do" around the issue of family violence (EDVOS 2018a). The program involves a free three-hour training session. At the end of the training session, participants are provided with brochures and posters from EDVOS which they can display in their salon space.

The impetus behind the HaiR-3R's Program is community-based. Family violence affects one in three women in Victoria and is the leading cause of death for Victorian women aged 15-44 (McLaren et al. 2010). The HaiR-3R's Program has been developed at a time when the Victorian State Government is seeking to respond effectively to the issue of family violence and violence against women, particularly in the wake of the 2016 Royal Commission into Family Violence.

Training sessions have been held in salons across the EMR and other metropolitan regions of Melbourne, as well as with some salon students at Box Hill TAFE and Victoria University. Training was initially rolled out only in the EMR, a process which required EDVOS staff to cold-call over 700 salons across Melbourne to garner interest. Contact was also made via email, online messenger services, and promotion via media and various social media

platforms. As media interest in the program grew, salons from the north of Melbourne began to contact EDVOS to request training sessions closer to their salons. This required negotiation of expansion of the funding arrangement beyond the EMR and liaison with other family violence services beyond the EMR.

Facilitated by experienced and qualified trainers from EDVOS's Education and Training team, the training is designed to equip salon workers with the skills and materials required to assist clients who may be experiencing violence or facing controlling behaviour at home. Each training session covers the relation between gender inequality and family violence, how experiences of family violence can affect individuals, and how salon professionals can respond to clients who disclose or display warning signs of family violence. The training has three broad aims:

- Inform salon professionals about gender inequality as the main driver of family violence.
- Support salon professionals to understand gender stereotypes.
- Increase the capacity of salon professionals to support a client who may be experiencing family violence (EDVOS 2018a).

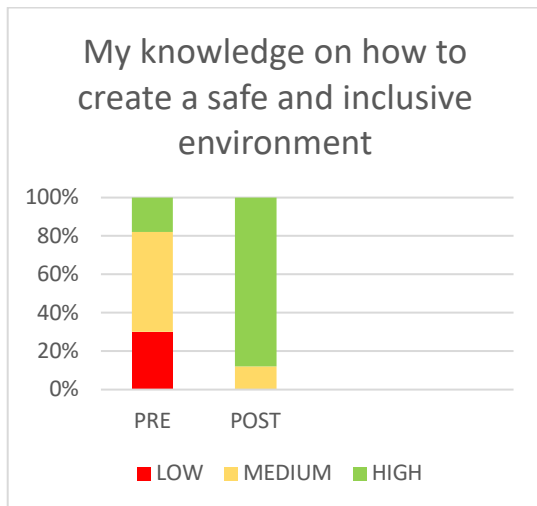
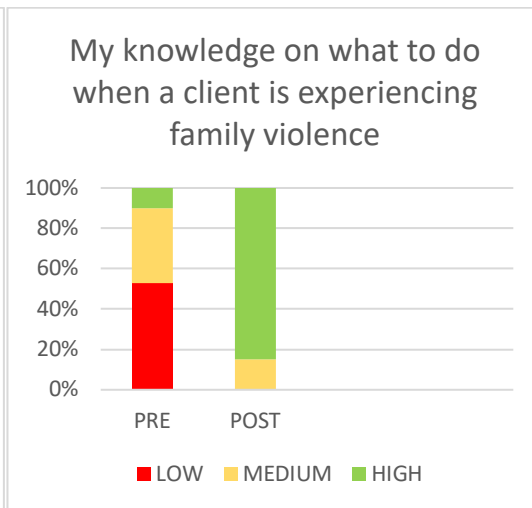
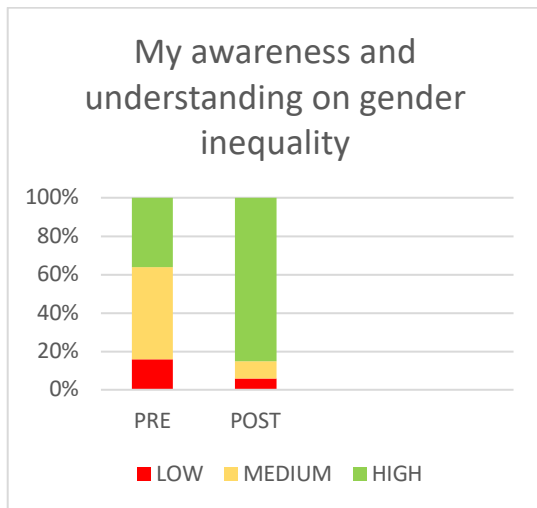
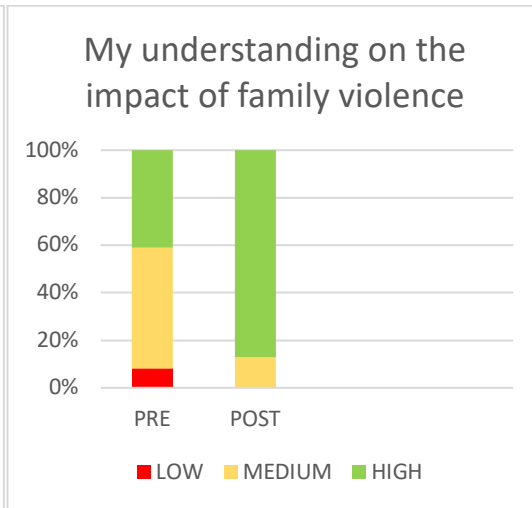
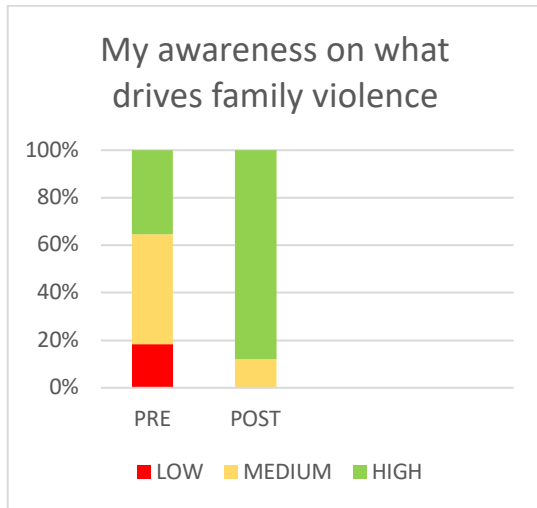
### ***HaiR-3R's Training Evaluation Analysis***

Of the 309 salon professionals trained, 188 filled in evaluation questionnaires that were provided pre- and post-training. The survey was designed and administered by the EDVOS team. This included the same five closed questions both pre and post training, one open question pre training and space for comments, and two open questions post training with space for comments. 34 of these were excluded from analysis: 23 did not have sides completed; 11 questionnaires from the training session held on 12 Feb 2018 included different questions. In total 154 were fully complete and based on the same questionnaire.

EDVOS' HaiR-3R's pre- and post-evaluation was based on the outcomes listed on *Free From Violence - Victoria's strategy to prevent family violence and all forms of violence against women: First action plan 2018–2021* (DHHS 2018). Following the Family Violence Outcomes Framework, the pre- and post-evaluation aim was to measure indicators on "Outcome 1 - Victorians hold attitudes and beliefs that reject gender inequality and family violence – Victorians understand the causes and forms of family violence, who is affected by violence, and the impact on victims". The indicators used on the HaiR-3R's pre-post evaluation measures were:

- Increased awareness of what constitutes violence;
- Increased recognition of the significant impact of violence on victim survivors;
- Increase awareness and understanding of the extent and impact of gender inequality; and
- Increased culture of challenging gender inequalities.

Results for the closed questions were as follows:



The open question pre training was “What do you expect to gain from this training?”  
 Responses included:

- knowledge on how to react to clients opening up about family violence.
- Knowledge to help and be aware on how to approach the topic safely with colleagues, clients and others.
- Information on how to remain professional and take the right steps when there is a disclosure.
- Giving people an option to express themselves and offering places for them to go seek help.
- identifying signs of family violence.

Pre training comments included:

- Very excited to understand more.
- I think it's so great this is a thing.
- I was thrilled to be approached by EDVOS and hear about the program, so really looking forward to participating in the program.

The first open question post training was "What did you like most about the training?", responses included:

- The welcoming and friendly approach of the facilitators. Good mix of talking, Powerpoint, activities and videos. Good to see actual statistics.
- How eye-opening it was.
- How thorough the information was as well as how many resources were given.
- Awareness. It opened my eyes to my client's behaviour.
- Very informative and clear. Feel more confident to ask clients questions that are more leading and helpful.
- Statistics and discovering all the myths in relation to FV.
- Fully informative on how to pick up the signs.

The second open question was "What was least useful?" which included the responses:

- All of the info about who EDVOS is and what you do. None of my clients are Eastern based.
- Nothing you talked about wasn't useful.
- That the impacts on men and women weren't equally discussed.
- The videos.
- Everything was great

Post training comments included:

- The statistics shocked me. It was super interesting.
- We will be putting the posters up in our salon!
- I just think it's such an important program to offer to industry professionals dealing with public and frontline response.
- Amazing presentation and very eye-opening.
- Thank you so much for equipping us with the skills and referrals.
- Fantastic discussion.

The survey findings indicate that participants in the program felt it greatly improved their awareness and understanding of family violence and how to respond to clients in need, as well as how to create a safe environment. The survey indicates significant positive change yet some remaining uncertainty about gender inequality (still at 6% "low" post survey). This

issue was investigated in the interviews with salon professionals (see page 16). While the survey comments about what people liked about the training were positive, they were also very general. The one-on-one interviews detailed below allowed for an expanded understanding of why and how the training was “eye-opening”, “thorough” and “informative”. There were few survey comments about the least useful aspects of the training, and as such the limitations and ideas for improvement were also investigated in more detail to provide greater directions for future iterations of the training.

### ***HaiR-3R’s in the Context of Similar Programs***

HaiR-3R’s is also not the first program developed from evidence to train salon professionals to respond to community issues such as family violence (see Figure 1). The most extensive of these is “Cut It Out” in the USA (Professional Beauty Association 2018). Beginning in Birmingham, Alabama, the project became a state-wide initiative, before being turned national by the National Cosmetology Association in 2003. Similarly, in Canada, “Cut It Out” has been run through the Neighbours, Friends and Families campaign, funded by the Ontario Women’s Directorate and managed by Western University’s Centre for Research and Education on Violence against Women and Children since 2005.

In parts of the USA, such initiatives have recently been formalised as legal requirements for cosmetologists (which includes hairstylists, nail technicians and aestheticians) (Hauser 2016). On 1 January 2017, the Cosmetology Renewal License Domestic Violence Course (HB4264/PA99-0766) was passed into Illinois Law (America’s Beauty Show 2018). The law requires salon workers to complete a one-hour domestic violence and sexual assault training and awareness course every two years in order to renew their license, and the first classes were offered from March 2017 (King 2017; Ullman 2017).

In Puerto Rico, the Services for Integral Development of Women Programme (SIDWP), a unit of the Department of Citizen Services of the City Council of Caguas has had success with their Beauty Salons for Preventing Domestic Violence programme, first launched in 2009. With 98% of salon workers in the city reporting clients who had experienced domestic violence but 85% indicating they did not know how to respond, the program sought to provide Caguas’ salon workers with the tools and resources to adequately respond to a very real everyday work problem. The workshops run by SIDWP focussed on: (1) basic concepts of gender and domestic violence; (2) victim profile, aggressor profile; (3) effects and danger indicators, and; (4) support and protection services available (International Association of Educating Cities 2009). The success of the project was measured in both salon workers’ self-reported increase in confidence in responding to such situations, as well as in a decrease, city-wide, of incidents related to domestic violence (International Association of Educating Cities 2009).

Across Australia and New Zealand, similar programs have reached comparable conclusions. In Australia in 2013 Southern Primary Health in South Australia also ran a series of two workshops of three hours duration for hairdressers, as part of a program called “Hair2Heart” (Southern Primary Health-Noarlunga 2013). These workshops, conducted with workers from 124 salons, were titled “Looking after yourself and your clients” and were delivered by Primary Health Care Nurses from Southern Primary Health. Participants were also offered the option of attending a follow up 14-hour Mental Health First Aid Training. Similarly, the 2015 New Zealand-based “Hairdressers Project” campaign was a partnership



between Ohakune hairdresser Kelly Porter and the Taupo Violence Intervention Network (VIN). It comprises two local salons, Brooklyn Hair and Bailey Quinns Styling, located in Taupo on New Zealand’s North Island. Similarly, the Lismore, New South Wales-based “Cut It Out” campaign was launched in 2008 by the Lismore and District Women’s Health Centre in response to the 65% of police call outs in Lismore related to Domestic Violence. With 644 domestic violence reports per 100,000 residents (compared with 402 across the state), this program engaged health professionals to teach hairdressers how to identify and respond to the indicators of domestic violence in their clients.

At the state level, a similar program to HaiR-3R’s was developed in Victoria 2009. Funded by a grant from The Body Shop of \$10,000, the project was a partnership between two rural health services and a regional women’s health service. Led by a community health nurse and peer educator, the program comprised a one-hour workshop for hairdressers and a follow-up telephone call, email, or drop-in session. Its focus was the enhancement of communication related to mental health issues, including family violence, between hairdressers and their clients. The program was first trialled in Pakenham (in the Shire of Cardinia) in February 2009 with 20 participants. It was trialled a second time in July and August 2009 with a total of 15 participants from townships south of Cardinia. With data from 30 of the 35 participants, the project found a self-reported increase in confidence and knowledge on the part of the hairdressers related to responding to and referring clients with mental health and family violence issues. The report on the project suggested that salon workers are well-placed to respond to issues with/refer on clients, as they regularly see the same clients and can therefore build relationships of trust. The report concluded this intimacy situates hairdressers and other cosmetologists as potential Lay Health Advisors (LHEs) (McLaren et al. 2010).

<b>International</b>	Various states, USA (2003-present)	“Cut It Out” – first launched in in Birmingham, Alabama, turned into a National program by the National Cosmetology Association in 2003.
	Various provinces, Canada (2005-present)	“Cut It Out” – a project of the Neighbours, Friends and Families campaign. Funded by the Ontario Women’s Directorate and managed by Western University’s Centre for Research and Education on Violence against Women and Children.
	Caguas, Puerto Rico (2009)	“Beauty Salons for Preventing Domestic Violence” – launched by Services for Integral Development of Women Programme (SIDWP), a unit of the Department of Citizen Services of the City Council.
	New Zealand (2015)	“Hairdressers Project” – part of the broader NZ Government “It’s Not OK” initiative. Partnership between Ohakune hairdresser Kelly Porter and the Taupo Violence Intervention Network (VIN).

<b>National (Australia)</b>	Lismore, New South Wales (2008)	“Cut It Out” – program launched by the Lismore and District Women’s Health Centre, funded by the Lismore Council.
	Noarlunga, South Australia (2013)	“Hair2Heart” – developed by Southern Primary Health Noarlunga funded by SafeWork SA.
<b>State (Victoria)</b>	Packenham, Cardinia (2009)	A partnership project between two rural health services and a regional women’s health service to train hairdressers in communication related to mental health issues, including family violence, between hairdressers and their clients.

Figure 1: Similar programs to HaiR-3R’s involving salon worker training

## Research Overview

### *Research Aims and Objectives*

The research that was conducted for this report involved in-depth interviews with salon professionals who completed the HaiR-3R’s training during 2018. These interviews provide extended reflections on the training from the perspective of salon professionals themselves. This research is intended not only to provide some insight into the effectiveness of the training according to the trainees, but to assist in the development of future training programs.

The interviews aimed to explore how the training helped or hindered salon professionals in responding to issues around gender stereotypes, gender roles and family violence, and how future training might best be strengthened to meet workers’ needs. This aim was informed by the short-term goals set out by EDVOS in relation to HaiR-3R’s, for salon professionals to be able to:

- have greater aware of drivers of violence and change their beliefs and knowledge on subjects such as gender stereotypes, rigid gender roles, condoning violence and gender equity;
- engage clients in conversations about experiencing violence;
- respond appropriately to family violence disclosures; and
- provide referrals into EDVOS (EDVOS 2018b).

These short-term goals reflect the three R’s of the program: recognise, respond and refer. One of the key aspects of the interviews was to investigate whether salon professionals felt at all additional burdened following the training, or whether the program provided them with additional tools and support for their existing work practices.

## Research Design

Dr McCann conducted eleven semi-structured interviews in total. Eight of these were with salon professionals and one with a community services student who had completed the HaiR-3R's training (see Figure 2), and two were with trainers involved in delivery. The aim of the latter interviews was to gain a richer understanding of the design and mechanics of the training, as well as a sense of sessions that were more or less successful than others. Dr McCann also observed one two-and-a-half-hour training session that was held with hair and beauty students and community development students at Victoria University, as well as the filming and creation of promotional materials for the program.

Interviewees were recruited via an email sent by an EDVOS administrator to the salon workers who had completed the training. The email expressed an offer to take part in this follow-up research. Willing participants were given a \$20 gift voucher for their time.

Each interview was no longer than one hour in length, and interviewees had the option to stop the interview at any time prior to the conclusion of the hour. Prior to the interview, participants filled out a short demographic questionnaire. The interviews were semi-structured, with some room for discussion outside of the list of questions asked in all interviews. Trainees were asked about their experience of the training, implementation of the content of the training in their salons, and possible ways that the training might be improved.

Interviews were audio-recorded and confidentially transcribed. The interviews were then imported into qualitative analysis program NVivo, and interviewee responses were coded in relation to practicalities of the training, the goals of the HaiR-3R's program, and options for future development of the program. Participants, including the trainers of the program, have been allocated pseudonyms for this report and future publications.

Demographic information	Participant details (collated here to assist anonymity)
Age	Interviewee age ranged from 18 to 54
Gender	Four men and five women were interviewed
Ethnicity	Seven of the interviewees self-identified as Caucasian Australian, one identified as English, and one identified as Cypriot Australian
Education	Seven of the interviewees had technical training in hairdressing, one had a tertiary diploma in beauty, and one was a community services student in training
Employment status	Five of the interviews were employed full time, and four were employed part time

Role at salon	Five of the interviewees were hair salon directors, one was a hair salon worker, one was a hair salon assistant, one was a beauty salon owner, and one did not work in a salon (the community services student)
Years salon experience	Years of salon experience were reported as: none; one; 12; 13; 19; 22; 25; 30; and 36
Experience supporting women with FV disclosure	Three interviewees reported that they “rarely” encountered disclosures, four “sometimes”, and two “frequently” (one of the latter was the community services student)

Figure 2: Summary table of the demographics of the interview participants (excluding the two trainers interviewed)

### **Significance of Research**

EDVOS have already collected data from participants via short post-training questionnaires. However, the qualitative data provided here offers an additional evidence base to draw on for the design and implementation of future training.

This research work also provides the opportunity to put the analysis of results of the program into a broader conversation around the emotional demands placed on workers involved in interactive service work. In a broader context, there is a body of literature on the emotional demands of service work (Hochschild 1983; Weeks 2007; McRobbie 2011), and specifically on the emotional labour required of hairdressers and other beauty salon workers (Sharma and Black 2001; Straughan 2010; Sheane 2012; Mears 2014). In other words, research suggests that salon professionals frequently perform emotional work with their clients. The identification of this intimate role supports the idea that salon professionals may be uniquely positioned to intervene around gender inequality and family violence. However, what remains unclear is how salon professionals can best be supported in undertaking this form of work.

This research project has significance for helping to identify best practices for training salon professionals around family violence, as well as significance for the hair and beauty industry in terms of better understanding the kind of support that might be needed for staff in this line of work.

## **Findings and Discussion**

### **Practicalities of Training**

Though the central focus of our analysis was to examine the efficacy of HaiR-3R’s goals around recognising, responding and referring, it was first important to identify any issues around the practicalities of the training. In other words, for participants to be able to gain something from the training it was first crucial that they:

- Were aware of the HaiR-3R’s training program;

- Could easily access and attend the training; and
- Were able to engage with the content of the program.

The method of qualitative interview deployed cannot capture what percentage of salon professionals in Victoria were aware of the training and could access the training, nor whether every person that attended the training could understand the content. However, it does provide some insight into the various ways that salon professionals heard about the training, as well as issues around ease of access and understanding.

### Awareness of the Training

Four of the people interviewed were directly contacted by EDVOS either via email/mail/phone, and four heard of the program via social media/friends alerting them to EDVOS on social media. One of the people interviewed attended because her community development class was invited to attend the training alongside hair and beauty students.

Interviews revealed that even where salon professionals were contacted directly, social media played a role: owing to social media, several salon workers had already heard about programs like HaiR-3R's happening in the USA. This meant that the style of program was already broadly familiar to a number of participants when they first encountered HaiR-3R's. For example, Leticia described hearing about similar programs overseas through specific salon professional Facebook groups she is a member of:

[F]rom what I can gather it sounds like it's become a really standard thing to do over there [in the USA] in the industry...when I got the thing in the mail [from EDVOS], I said, Okay, good. It's been literally placed in front of me. Here you go, there's the course, you can do it and that was it.

For Leticia, her prior recognition of a similar program and its growing standardisation within her industry from a global perspective meant that encountering the EDVOS pamphlet in the mail offering a free program in her local area was, in her words, "just too easy to do and it just made sense to do it".

Broadly speaking, the interviews reflect that promotion through social networks is invaluable for future iterations of the program. More specifically the interviews suggest that recognition of similar courses throughout the world assists in establishing the credibility of the program to encourage salon professionals to attend. Noting the standardisation of similar training in the USA in EDVOS's materials may be particularly beneficial for communicating the value and legitimacy of this kind of training within the hair and beauty industry.

### Ease of Access and Attendance

All of the interview participants reported that the training was easy to access and attend, and that EDVOS was very flexible in terms of organising something that would suit their needs as salon professionals. One participant noted that it was slightly difficult for her to attend given that she has kids but that given enough notice it was easy for her to organise a babysitter. The interviews suggest that other non-work commitments such as leisure, and commute time may all play a role in whether an individual can attend a training session. As

Leticia described of her attendance, "...I had to just, kind of, juggle a few things around...", though she did also acknowledge "that's life with anything".

However, all participants described the training as "close" and "easy" to attend, and three of the people interviewed had the training in their own salon (either hosted by them or their salon owner). Salon professionals identified that one difficulty was finding the time to go to training given the long work hours that are part of the industry, but participants suggested that EDVOS managed this well, holding sessions mainly on evenings after work (such as Tuesdays when salons tend to close at a regular hour).

As some participants also suggested, there may be a level of self-selection bias in those who elect to participate in the HaiR-3R's training. This was something Tim discovered after attempting to encourage (through his salon's Facebook group) other members of his salon to attend an after-work training session at a different salon. Out of six employees only two – Tim and another worker – attended the session. Tim suggested that people's reticence might not be down to disinterest, but rather to the general fatigue that comes with attending extra work-related training during an already busy week: "If someone doesn't want to do it after work they just don't want to do it after work, that's it. Some people they're done and that's it regardless of what it is". This suggests that it may be beneficial to offer participants greater incentives to attend that also address the realities of salon work life – in an ideal scenario this might mean time off regular work hours for the whole salon, as arranged by the salon owner.

Reflecting on the size of the groups, one of the trainers suggested that the most effective sessions were when the group size was around 10-15 people. The trainer also felt that the most effective sessions occurred when the group felt safe, that is, when there was a level of pre-existing familiarity between participants. As one participant Luke reflected, he was sad that his fellow salon workers did not attend the training that he attended, even though he invited them. For Luke this made him feel that his workplace was out of step with his own values, and he ended up moving to a new salon:

I guess just going back to the other – talking about where I was working at the time, being made aware of what was happening, what EDVOS was actually bringing to the table, I guess when talking about it where I was working it was so easily skipped over that it felt to me like, oh wow, I can't work here anymore because you're fluffing over it like it's the weather, and I guess for me that was like, well, this is a really big thing and for me it didn't sit with my values at all, even once talking about it with everybody there it was like there was just a real – it just didn't sit right at all.

This story raises a significant issue: while the training encourages salon professionals to "ask the question" (that is, check in with their clients about issues relating to family violence if there are warning signs), how might their own working environment affect their confidence to do this? While Luke chose to leave his salon because of this clash of values, other individuals might feel incapable of deploying the training in unsupportive work environments. This adds weight to the trainer's sense that the most effective sessions were in groups who had pre-existing familiarity, and suggests that training a whole salon team may be the ideal scenario.

## Engaging with the Training Content

According to EDVOS's materials, and based on the training observed, training is broken down into four main components in two and a half hours: (1) Understanding family violence; (2) Recognising family violence; (3) Responding to disclosures; and (4) Referral and resources. One participant Adrienne described the content of the training as "...really accessible for people who haven't done extra study about this stuff". Noting the difficulties and time-constraints faced by the HaiR-3R's facilitators, Adrienne's evaluation was that the session covered a lot:

[Y]ou have got three hours to teach people who know nothing [about family violence]...it wasn't like dumbed down or anything. They really tried to cover as much as they can without excluding people from it.

Participants suggested that the interactive, relaxed structure of the sessions were ideally suited to their needs – many of whom came to the sessions following long, tiring, and emotionally-draining work days. As one participant, Felicity, noted:

It was really easy. We knew what time we had to be there - like it was chilled. They gave us food. They kept us entertained. I think the hardest part about hairdressers is that we've just finished a crazy day so we're all like okay, we can't sit down. So she still made it where we were having a conversation. We were all moving around. So it wasn't a sit down, here's a lecture, here's - like grab a note pad and write down everything because you're not going to remember it. It was more of a conversation. I think that's what made it more appealing to everyone.

This reflects that considerations like food and easy conversation create an atmosphere conducive to attendees wanting to engage with the information presented.

The provision of posters and brochures at the end of the session also provided participants with an aide-memoire for the topics discussed, as well as functioning as materials for clients to access. As Adrienne found, placing an EDVOS poster in her salon bathroom had stimulated a number of conversations with clients: "I have had a few people come in and been like, "Wow, that process is really confronting in the toilet but I think it is really important and I think it's cool that you put it up". She also reflected that in general,

[L]ots of people have heard of this training, more people than I would have thought, have heard about this hair training. And so, they are starting a conversation and then I am like, 'Oh, do you want to see what literature they gave me because this is like what I came back with?'

Helen also suggested that putting up a poster from EDVOS was a way to start a conversation, because clients ask, "what's that about?". Luke also noted that the "discrete" format of many of EDVOS's materials was useful: "there's flyers, there's the little magnets or little stickers that go on the mirrors, but it's in a really discrete way, which I think is fantastic".

In general, participants reflected that simply attending the training was also a way to bring up issues around family violence with clients, and it was something that many clients were impressed by. For example, Helen reported that her clients remarked, "That's fantastic; that's awesome that you guys are doing that". Or as Felicity reported of her clients: "they were like that's really good; you know, you guys are opening up yourselves to more than what your job title says". This suggests that the program may provide a kind of "ethical capital" for salon businesses that wish to highlight their community-mindedness to their

clientele. In this way, the training not only provides salon professionals with skills to recognise, respond and refer: it provides additional benefits for salons as businesses. This is a point that might be beneficial to emphasise in future recruitment to the training.

The trainers interviewed reflected on how the training content has been adapted over the year in response to issues that arose in the first few sessions. One trainer described that there was sometimes an “elephant in the room” – that is, the question “what about men?”. She described how in some sessions conversation became derailed by a concern that much of the focus of the training was on violence against women and children. To address this issue, the trainers adapted the sessions to open with a slide explaining the statistics related to gender inequality and lethality with regards to family violence. Both trainers suggested that this was an effective strategy to confront the gendered nature of the issue of family violence upfront.

Some participants also suggested EDVOS could consider other learning approaches and styles to enhance their understanding. For example, for Leticia a greater emphasis on a scenario-based learning would have been helpful:

People in the hair and beauty industry are very hands-on learners and learning from examples and learning with all of that sort of stuff...the more examples of things that you've got that are put into your own scenarios, the better you're going to understand it because it's more real life situations than facts and everything to things that are great and that helps you draw on information but to put things into actual practice.

Adrienne also suggested that some focus on “how to have these conversations with people” would have been valuable. This suggests that some role-playing might be useful for salon professionals who have largely developed their existing skills in a hands-on working environment.

### **Suggestions:**

- Continue promotion of HaiR-3R's through social networks, and salon professional specific networks where possible
- Note the standardisation of similar training in the USA in EDVOS's materials to communicate the value and legitimacy of this kind of training
- Assist recruitment through noting the benefits of the training for salons as businesses that wish to promote themselves as community-minded
- Continue holding sessions on evenings after work, or if possible arrange time off regular work hours for the whole salon
- Maintain a group size of 10-15 people
- Ideally train a whole salon team together
- Maintain the provision of food and a relaxed conversational and interactive structure
- Continue to provide EDVOS materials at the end of the session for salon professionals to take home and take to their salons
- Consider greater inclusion of scenario-based learning/role-play and more specific content on how to have conversations about family violence with clients



## Understanding and Recognising Family Violence

All participants that did not have prior understanding through formal training suggested that the HaiR-3R's training significantly enhanced their awareness and understanding of family violence. Though participant Adrienne suggested that her prior learning in tertiary education in gender studies meant that she already had great pre-existing knowledge, she noted that the majority of participants at her training session were "shocked" by the statistics and information provided in the course. Leticia suggested that despite vaguely knowing about family violence she and other participants did not have a grasp of the *extent* of the issue:

[Y]ou've probably got an understanding of it to a degree from the media and news and all that sort of stuff but, I guess, you're, kind of, naïve to probably how much it goes on and also how easily it could probably creep up on somebody.

Similarly, for Helen, the training raised her awareness of family violence and how unacceptable it ought to be:

I'm more aware of it; it feels good having it reiterated and bringing it to the forefront of our minds that it's wrong... because we know it's wrong, but actually seeing posters and hearing them voiced and stuff like that, you go, okay, that's right. It's wrong – this behaviour is wrong.

Having attended the HaiR-3R's training was the basis for many salon workers to have genuine conversations about what family violence is with their clients, and to discuss how it is related to gender inequality. For example, Leticia described the way this plays out in her salon:

I've had a few clients [when they have seen the pamphlet] who have said, oh, what is this site? Mentioning it in there, I'm just I'm thinking in conversation I just haven't had anything that would come up but you are just literally talking about anything so it depends on what's going on in the news at the time, whether something relevant is going on, whether it's to do with gender inequality, whether it's to do with some sort of domestic violence related situation, like, it depends on what's going on, I guess, as to what people talk about. It could even be things, like, you talk about crappy shows on TV, like *The Bachelor* and all of that sort of stuff that everyone, kind of, devours at the time it's on and if there's certain people or characters in that, that seem a bit this way or that way, you end up talking about stuff like that which can lead on to those kind of conversations.

This reflection from Leticia illustrates an understanding of the connection between gender inequality and family violence, and the unique position that salon professionals are in to talk about gender inequality in relation to popular culture and everyday life.

During the interviews all participants reflected upon specific content from the training, suggesting that key ideas had been taken on by participants. For example, Tim noted that the EDVOS training was the first time he had thought about the link between partners hurting pets and family violence. Many of the interviewees suggested that they were able to best understand and recognise signs of family violence when concrete examples were offered that related to specific situations they might encounter in the salon space. For example, Nicholas noted that in his session they discussed "things that most people wouldn't think twice about" such as a client paying partially on card, partially in cash which might indicate someone who's finances are being controlled. Nicholas also suggested that "it would have been good for [EDVOS] to have some sort of list of different things to look

out for” that related specifically to the salon setting, that workers could take home after the training was complete.

Participants also reflected on how future training could be more tailored to suit their specific needs in terms of the specifics of their salon work. For example, Leticia noted that she felt underrepresented as “the only beauty therapist” in a room full of hairdressers. As Leticia – a therapist who often works in waxing – pointed out, beauty therapy differs from hairdressing in both levels of privacy and bodily intimacy. Working one-on-one with semi-clothed clients in closed rooms, Leticia suggested that beauty therapists see more of their clients’ bodies – including marks such as bruises – and have the time and space to speak with their clients confidentially. Leticia felt that in her session many of the examples were aimed at hairdressers rather than examples that would have more resonance in the particulars of her workplace. In developing future training, EDVOS might take this feedback as an opportunity to do further consultation with different kinds of salon professionals to come up with discrete practice examples for recognising signs of family violence in different salon settings.

Some participants noted issues around family violence that they wish were given more time in the training. For example, when asked what he would like to have heard more about in the training, Luke suggested, “I guess for me personally probably understanding a bit more about the queer community and how that is impacted, [would have been good] to be honest”. Adrienne also remarked that more time could have been given to address intersectional issues:

...the only time anything non-white was mentioned was in the form of statistics about Aboriginal women...Hairdressing is really, as a culture tends to be quite a racist space and I feel stressed that that statistic without explanation just reinforces some stereotypes rather than – what was intended by it was not that.

Adrienne’s comment is a reminder of potential unintended readings that may arise from the use of statistics alone. Moving forward, EDVOS could consider including materials of groups dedicated to other minority and marginalised experiences, such as the Aboriginal Women Against Violence Project, a peer-mentor program informed by Indigenous community development and empowerment principles (Rawsthorne 2014).

However, other participants such as James suggested that in his session the training did acknowledge diversity well, and his view was that the training focused on a bigger picture that could be applied to different people:

[T]hey did touch base on other groups, you know, briefly, you know, queer community. So, it wasn’t as if it was solely you have a female client sitting in your chair and this is the situation. It was, like, regardless of the person in your chair, these are the things that you can look for, these are the subtle nature in which you may come across things, and these are the groups that you can contact or can refer a client to, depending on their situation. You know, it did touch on other communities.

However, while all participants noted that the time constraints of the training clearly limited the scope to be covered – and were all very positive about what *was* included – these reflections suggest that the HaiR-3R’s training could be expanded if greater time was possible, for example, if a day-long program was provided.

### Suggestions:

- Continue to offer concrete examples related to specific situations that may arise in salons
- Consider further consultation with different kinds of salon professionals to come up with discrete practice examples for recognising signs of family violence in different salon settings
- Consider developing a “list of things to look out for” for participants to take home
- Consider including materials of groups dedicated to other minority and marginalised experiences
- Consider further outlining intersectional issues in family violence where time permits.

### ***Responding to Disclosures and Warning Signs of Family Violence***

Every participant interviewed for this report noted that they had previously had a client who showed signs of experiencing/having had experienced family violence. That is, the HaiR-3R’s training is responding to a very real aspect of many salon professionals’ daily work life. As Luke reflected, he was excited to attend the training once he heard what EDVOS was doing:

[I]t just felt like it was a real extension of what it was that we do...We're in such a personal space of somebody in the first place and they allow us to be in their personal space, and I guess because it's come up a couple of times in the past that has always felt uncomfortable for me, that there's been – it feels like it's been a roadblock that if someone was to be really honest and what have you and then you send them on their way, whereas at EDVOS they were talking about other ways of supporting, things that you can say, and that's I guess what excited me was, oh my gosh, someone is actually thinking about this.

Importantly, participants like Luke noted that although they encountered family violence disclosures or other warning signs they often did not know *how* to respond, or, if they did respond they were unsure if they had done the right thing. For Leticia, given her previous uncertainty, she felt that she had to do the training: “to not do it [the training], I think would be a disservice to my clients and probably to myself”.

For others undertaking the training, their understanding of what constituted an adequate or best practice response to clients’ disclosures was quickly altered by the HaiR-3R’s training. As Adrienne described her session:

I think the main thing that right at the beginning – you have a room of mainly women who really think that they are doing the right thing and they are quite proudly being, ‘I don’t take that shit in my salon. I tell her to leave him, he is a fucking prick’...It is like fully the wrong answer and it is really dangerous advice to be giving. Like people can die and so I think hairdressers love this stuff anyway so they are already taking on the burden. I think it is so important because they were shocked to learn that that is dangerous advice. They really feel like they give a shit about their clients like a lot and really feel like they are trying to help them and just – I think they all came away from that feeling like...oh, cool, now we know what to do and I have been doing this wrong the whole time and I should not be dishing bad advice anymore.

Adrienne said that she witnessed other members of her training session realising that they needed to alter their behaviour to avoid harming clients who may be experiencing family violence.

For James, the training taught him that certain responses could be misinterpreted by the client, and as a result he was now taking a different approach to conversations and potential disclosures. For example, James described how clients would discuss their partner's controlling behaviour, and his pre-training instinct had been to make a "smart-ass comment" suggesting that clients shouldn't care so much about their partners' opinions. Since the EDVOS training, James said that he realised this could be "putting responsibility and blame back on the victim". As James notes, even with the best of intentions, such comments are an example of "complicating the situation and placing blame on the wrong person". Since the training, James has said that he would now approach such a situation quite differently:

So, if in firing back smart-ass comments that you're not thinking about, really, it makes the person defensive or upset or, you know, like, that they're the stupid one for saying what they've said, when in fact you just haven't understood that subtle, kind of – the nature of what was lying underneath it....Just, kind of, taking that out of the conversation and putting a different framework in how you respond. That's definitely something that I'm aware of since the training.

Tim also reported altering his way of thinking about responding to clients as a result of the training. He noted that it was not until undertaking the EDVOS training that he realised "you don't say just leave him, move out...You've got to make a plan and you've got to take the pets and all this other stuff". Leticia, similar described that the training had changed her approach with clients, where she now felt she could "ask the question" about family violence with clients, rather than skim over warning signs or not respond to disclosures:

[W]ith the course, I think, it's, kind of, given me that little reminder in the back of my head to go, no, no, it is okay, you're being nosy, you're not...and if everything's fine, that's great, it's okay. And worst-case scenario if someone thinks I'm prying and then I go, 'Oh, sorry, I didn't mean to be nosy or poke into your business too much; I was just making sure you are okay'. And if the end goal is that you're checking up on somebody out of care, there's nothing wrong with that.

Many of those interviewed also described that the EDVOS training provided them with confidence to better understand the boundaries between being an intermediary support for their clients, rather than being an ad-hoc counsellor, for example James reported:

I think, what [the training] has done for me is it's given me the confidence to know where that starts and where that stops, and how to manage it without diving into your own opinion, you know, and go, actually, my opinion here probably isn't relevant, or it's only an opinion... I think it's the confidence, I suppose, in understanding that you're not a counsellor, and it's not your responsibility to provide that, you know, and that you – it's more appropriate and responsible to give a client the information and the power to explore a more appropriate avenue of help, rather than feeling like it's your burden.

However, not all of the interviewees reported feeling more confident after the training. Felicity noted that even after the training she would not feel comfortable responding to a "serious" disclosure of domestic violence:

But if it came to something serious, I'd be like okay, I'm just going to walk away now. Like I don't know what to do. I don't want to make you feel uncomfortable and I don't want to make you feel like what you're saying is wrong, but I just don't know how to reply back to you right now.

Despite not feeling like she was confident to “ask the question” with clients, Felicity did suggest that she would still give clients EDVOS materials:

I'd give them an EDVOS flyer. But I feel like that wouldn't be enough. I feel like every time I'm given a flyer or something like that, it will sit in the bottom of my bag and then I'll end up chucking it out...What you want out of that is for them to call EDVOS but 98% of the time they're not going to do that. I think that's what's hard. You don't know what to – how to explain to them that it's not an awkward thing either to do, calling for help. Because I feel like that's people's biggest thing, is calling for help. I think a lot of people would rather Google research all these problems and then come up with their own understanding than have a chat with someone. I feel like the EDVOS flyer would be promoting having a chat with someone, which is what's needed and stuff, but I think people find that too intimidating. It's a scary – especially, I think, having a conversation. I feel like text messages and online chats and stuff like that are so different to having a face-to-face or even an on the phone conversation.

Felicity's reported unsureness about having conversations with clients “how to explain to them that it's not an awkward thing either to do, calling for help” further suggests that practice conversations within the training session may be highly beneficial. Her feeling that some people may respond better to accessing services online suggests that EDVOS's email address, and other online contact forms (or other online responses provided by other services) could be emphasised in the training/in the take home materials.

#### **Suggestions:**

- Continue to emphasise that the salon professionals are intermediary support for their clients, and that the training is not about expecting them to be counsellors
- Further consider the value of including practice conversations as part of the training sessions
- Emphasise the online content and contact options that are available

### ***Referring Clients to EDVOS***

Following the training only one salon professional reported having had to make a referral to EDVOS. Adrienne recounted how, following the training, EDVOS helped her to respond to an incident of family violence:

[They were] not exactly a client but like a spin-off from a client, if that makes sense. Like a friend of a client...it was actually great because they are not a citizen and they had called a bunch of services themselves and were kind at a point where they were like no one will help me and I emailed [EDVOS worker] and it was just like – I don't know if this is appropriate but like would you chat to somebody who isn't a citizen. And [EDVOS worker] was like, 'Absolutely, we will help them'. Like EDVOS will help anyone and I was really surprised that they had called so many services who, as soon as they found out they weren't a citizen, they were like, 'We can't help you'. I was quite shocked by that.

Felicity also noted that there was a woman that worked in her salon (that had also attended the EDVOS training) that was currently in a physically abusive family violence situation, but that her colleague refused to seek help from EDVOS or other services. She noted that, “I think she's safe. We have chats with her as much as we can. That's all we can do”. This indicates that the EDVOS training can only do so much to encourage referrals where

needed, but that at the very least there was awareness in this salon of the possibility of seeking support.

While the remainder of the salon professionals had not encountered disclosures of family violence since the training, they reported that the training made them re-think behaviours that they had previously witnessed, and that in retrospect they might refer these clients. For example, Leticia recounted how in retrospect she could now see that a previous regular client's partner demonstrated very controlling behaviour: "in hindsight, I think, okay, well, he came to a lot of her appointments and I thought it was just because they both had the day off together". Similarly, James reflected that since the training he had started to think differently about some client partner behaviours he witnesses in the salon,

There's been a couple of situations where I've, sort of, thought, that's a very controlling type of behaviour. It's the subtlety, I think, in which I'm looking at it that's changed, you know, because if I, sort of, go, why would you want to split that bill.

Given the prevalence of family violence, there is a high possibility that those attending the training have personally experienced family violence in their lifetimes, and indeed many of the interviewees reflected that this is the case. Helen reflected upon how the training made her rethink her own experiences:

I just hope that EDVOS find funding to continue because I actually do think it's wonderful and it's made me aware of things about my personal life, how – yeah, well, these things weren't available for me when I was going through them in my 20s – these services – and I would have used them if I knew that but they weren't available.

As Dr McCann observed, the beginning of each training session includes an activity where participants must line up according to their prior knowledge of family violence. Nicholas reflected on the personal difficulty of this activity:

I was involved in domestic violence. So at the beginning of the session we had a little group meet and greet with everybody that was attending. Essentially everybody lined up, introduced themselves, and announced whether they've had personal encounters with domestic violence. And out of our group I think there was about 20 odd people there that night, two, or three spoke out...It was good. It was great. But for me because on a personal level I've buried all that a long time ago and then having to bring it out again was a little bit emotional.

EDVOS may wish to revisit the need for this activity that may trigger personal issues around family violence. Though in the training session observed by Dr McCann the trainer offered a warning – and suggested participants could leave the session as they wished – greater debriefing support or referral may be needed post-training.

Felicity – the youngest interviewed (aged 18) and with the least salon experience (one year) – suggested early in the interview that the training had raised her awareness of family violence a great deal:

It grew. It grew. But definitely by factual points. I didn't know the facts behind domestic violence - like how many people were getting affected or anything like that.

Through the beginning of the interview she suggested that she had picked up on many of the key points from the training, however, later in the interview she reflected,

I don't feel like everybody can get something out of it. I feel like I took parts out of it, but I feel like in parts it confused me. And then in parts – like I just didn't understand half of it. I

was very confused throughout it. But I think that's as well because I have a personal experience with it. So, I look at that personal experience more – like my personal experiences with domestic violence – than factual points. I don't know if that's where I struggled, where I'm looking at it as – because I've seen it and I've watched it and stuff. But then they're like the factual points. But they don't add up in my head. I just don't understand.

Felicity suggested that her personal experience of family violence jarred with some of the things that were presented by EDVOS. This interview suggests that Felicity was quite personally distressed by the content of the training (and also perhaps increasingly so throughout the interview conducted for this research, as she changed her tone). As such it suggests that she may have found it difficult to engage with the training as a salon professional per se, rather than someone who had themselves also experienced violence. She further reflected:

I think the training – the overall experience of the training was good. I just feel like there was information that could have been put in there. I feel like it was a very soft version of what domestic violence is.

The interview with Felicity suggests that more might be done in the training to manage this dual identity (survivor/salon professional) that may be invoked through the training, such as more explicitly recognising this in the slides and/or providing referral information for trainees themselves. This also suggests that it may be beneficial to check in with how trainees feel about the training content, and applying it in their workplaces, at a later time post-training.

### **Suggestions:**

- Continue to provide the materials that assist salon professionals to refer clients and others to EDVOS or similar services
- Ensure that the dual identity (survivor/salon professional) that many might occupy, is recognised at the very beginning of the training
- Revisit the need for, and procedures around, the opening activity of the training that may trigger personal issues around family violence
- Emphasise that those who attend the training are also welcome to access EDVOS services
- Consider checking in with trainees in some way following the training

### ***Possible Future Directions and Considerations***

As the interviews revealed, salon professionals require adequate training around family violence – that is, to recognise, respond and refer – as this is an issue that some workers encounter without having the necessary tools. Many participants suggested that they wished that they had training around this issue during their apprenticeship/training. Adrienne suggested it would be “super cool if it [the training] was like a part of your apprenticeship and then I don't know, that salons have to refresh this every like however long, because it is such a transient profession too”. Leticia also noted that the age at which most people entered the industry lent itself well to providing additional support for new salon workers:

...hairdressing apprentices sometimes start at 15, 16, so they come across that [family violence] at such a young age that if they're given the opportunity to, kind of, learn how to talk to clients and talk about that, that's going to be helpful for them too.

Nicholas suggested that the training could be extended even further:

Any sort of abuse or general psychological basic training would be good for anybody regardless of a hairdresser or anything. But anybody in the service industry that has the right tools to recognise varying psychological issues that relates to them, their clients or their work space, is great to have.

The trainers interviewed reported that during 2018 EDVOS did undertake training with salon professional students at both Box Hill TAFE and Victoria University. Dr McCann observed some of this training, held with hair and beauty students and community development students at Victoria University.

Significantly, participants noted that in their own early salon professional training the social aspect of their work was not something any of them had been adequately prepared for. The positive response from participants suggests that the HaiR-3R's training would be a welcome part of early career salon professional training. However, given that the vast majority of salon professionals are young and inexperienced when they start their apprenticeships/training, careful consideration may be required for implementing systematic HaiR-3R's training at this level. Presentation of the HaiR-3R's training in a classroom context, devoid of hands-on experience, may inadvertently reinforce misconceptions that salon professionals are required to be "counsellors" rather than intermediaries.

Further, if EDVOS were to implement a longer-term arrangement for training apprentices, this does not mean that training at other levels should necessarily cease. As Adrienne commented on her experience at TAFE:

[W]hen you do your apprenticeship, you are a kid so how much of that you're absorbing versus your life experience...I didn't – I wagged most of my TAFE thing. I didn't attend the school there. I did the hair; do you know what I mean? So it's like I don't know. I feel like it's really important but I also think it would be good to like come back to it as an adult when you are listening more.

Adrienne's point here suggests that not every trainee may be ready at a young age to absorb important information around family violence. Indeed, it may only be through experience that examples discussed in the HaiR-3R's training resonate with workers. That is, training across the lifetime (and across experience levels) may be most beneficial rather than expecting that the issue can be addressed through one-off training at the apprenticeship level.

For participants who had already undertaken the training, many expressed interest in a refresher course, though also reported that there would be difficulty in finding the time to do this. As Adrienne noted, "three hours is a lot of time to me because I run my own business". Leticia suggested a refresher course with the same people you initially trained with

[T]welve months or so on from [the initial training], in that time if you haven't had any experiences, they might have so that could be something good just to, kind of, within the group of people doing that, could be good to learn from as well.



Luke agreed that follow-ups were beneficial to all involved:

I think you need to touch on the things and refresh them and maybe see how everyone is going because it's a lot to [take in] on one particular evening and then the door shuts and it's over. So I think really touching base would be great and just following up and seeing how everyone is going and maybe share stories of how people are finding it.

Anne (the community services student who attended one of the training sessions) suggested that it was likely that if there was refresher training, salon professionals would be able to reflect more deeply on the issue of family violence:

Being able to revisit the material, briefly, and apply, like actual incidents, I have no doubt that if there were salon professionals in the field and they'd been a month afterwards or a little bit longer I guess, I just can't see how they wouldn't have come across something, how they wouldn't have recognised family violence.

Helen also suggested that refresher training would be good because it was hard to take everything in during one session alone:

I do think it's a wonderful project and I just hope it keeps on going because it really is - it's amazing and I would do it again as a refresher because I know there's lots of things that I think you forget and you don't take in the very first time.

However, there were conflicted views on whether refresher training would be better face to face, or online. James suggested that, "with hairdressers it's always better face to face". James also suggested that a follow-up session with the original group to "see how everyone is managing it" would be a positive step. Felicity agreed that face-to-face would be better than online: "Getting the training wise would be best face-to-face. I feel like that's the only way it kind of gets through to anyone". However, Tim suggested that EDVOS might simply touch base via email: "Why not an email update a year later of things happening?" Nicholas suggested that if time was an issue, refresher training could simply be for salon directors:

[A]t least train the principals or the directors of the salon to keep their training up to date, like we do with our technical aspect of the work.

Though there was disagreement between salon professionals as to how refresher training should operate, Nicholas' point here serves as a reminder that salon workers are very familiar with having to consistently train throughout their career, to stay up to date with the latest (hair and beauty) information.

There was also a suggestion from Anne that adapting the training to a barbershop context could be helpful for "training to recognise perpetrator behaviour as well as disclosures of others". However, research suggests that implementation in traditional men's barber shops may present unique challenges. Sociologist Kristen Barber argues that barber shops have traditionally been a site where broader power dynamics of gender are often re-constituted, spaces which "keep gender and sexual hierarchies intact and naturalise men's entitlement to women's bodies" (Barber 2016, 618). This is not to suggest that training could not be meaningfully implemented in this traditionally masculine environment. It does however suggest that the current training would need to be altered to successfully engage with the issue of gender inequality in such an environment, which may differ significantly from other salon spaces.

### Suggestions:

- Consider a formal ongoing partnership with technical training providers
- If implementing any longer-term arrangements for training apprentices, continue training across the lifetime (and across experience levels)
- Consider developing refresher training or providing follow up information
- Consider building an online resource and learning space

### **Broader Issues to Consider Around Salon Work**

At the end of each interview participants were asked about the general nature of emotional work done in the salon space, that might reach beyond the issue of family violence. Interviewees suggested that the social side of their work was just as important and rewarding as the actual technical hair and beauty work. When asked about the kind of emotional work necessary in a salon environment Nicholas stated, “I love it, I love that I have such an impact on my clients and with the majority of them I’m quite close to and I’m very fond of them”. James also reflected on the unique role of salon professional:

[T]here aren’t many people in your life that you actually let into your personal space and they touch you for an hour and then you leave feeling good, you know. So, it’s quite a unique relationship that you have with a client, and, I think, that helps build that trust and that confidence because you’re in there and you’re invited by them as well.

Adrienne described salon work as “full on. Yeah, it’s incredibly labour intensive in an emotional sense...What I love about my job is that side of it and having intimate relationships with people”. Helen expressed a similar feeling of satisfaction, even as she noted how draining that aspect of work can be:

I love what I’m doing. I just need to have a little bit of a break to re-energise myself but I love making people feel good about themselves and helping them feel stronger, to make decisions in their everyday lives, whether it’s just taking their kids to school, getting job, I know how it feels.

Salon professionals interviewed expressed a belief that their role was partially as a sympathetic ear for clients. A strong undercurrent running through each of the interviews was the notion that undertaking the HaiR-3R’s training was part of a personal and professional development, which made them both a better and more employable salon worker. For example, Nicholas stated this explicitly:

But then you have to understand that our work is not just about doing hair, the reality is it’s more than that. I wish it was as simple as that some days but it’s more than that and I think to become a better hairdresser, to become a more professional hairdresser. The more tools, the more experience, the more information you have would only make you a better person and a better stylist and more valuable staff member.

A number of recent studies have indicated that salon workers must often deal with a significant amount of physical, mental, and emotional stress related to their work. Since sociologist Arlie Hochschild’s ground-breaking work *The Managed Heart* in 1983, recognition of the emotional labour involved in service and beauty work has grown (Hochschild 2012; Cohen 2010; Hill and Bradley 2010; Medler-Liraz 2016). More recently, there has been recognition of the nuanced role that emotional labour plays in an economic climate defined by precarity. Work on beauty professionals specifically suggests an ever-

increasing physical and emotional workload amid a corresponding reduction in financial and job security (Boris and Parreñas 2010). Reflecting this issue, Helen noted:

I think it's been great but as I said, the burden is I just don't know if we're supported enough...I don't think that's anything to do with an extra burden from EDVOS; that's just something that we suffered from because you are just constantly giving yourself physically, mentally and emotionally to people all the time... I think the EDVOS training is amazing but as hairdressers we also are burning out.

These reflections suggest that the HaiR-3R's training is being conducted with a workforce susceptible to "burning out". However, reflections from the salon workers in this study suggest that although the HaiR-3R's training is about family violence specifically, it also inadvertently works to create recognition of the important social role that salon professionals feel they play in the lives of their clients and *some* support and tools to do that job more effectively. In other words, this program provides a space to begin a conversation about how salon work involves a high degree of emotional labour and offers some skills salon professionals might need to negotiate this.

However, many interviewees also reflected that salons workplaces rarely have any inbuilt debriefing mechanisms. For example, Luke commented:

I guess it would be nice to have – in an ideal world it would be nice to have – I guess like a therapist would have – what are they called? Like someone that I can debrief with at the end. It would be nice to have that every now and then because I guess, like I said earlier, the role that you're taking on does feel sometimes like a counselling role. So therefore you're very much expected to leave it all at the door and then walk away and it's all fresh the next day, which is great, but when you're not debriefing it with someone else or putting it where it needs to then it can probably be a little bit harder.

This lack of debriefing arrangements further suggests that EDVOS should be wary that participants distressed by the HaiR-3R's training or by recognising, responding and referring in their workplaces may not have formal support for this. This further bolsters the recommendation that EDVOS should consider providing more resources for participants seeking support for themselves personally.

The social aspect of salon professional work should also be considered in the context of the contemporary Australian hairdressing industry which has undergone several changes in the last few years. Tim, for example, noted that his initial training was in his home country of England and was able to move to Melbourne because the Australian Government were "desperate for hairdressers". Hairdressing remains an entry on the Skilled Occupation List (Australian Government 2018), with the industry experiencing a shortage of technically skilled and soft-skilled workers. Tim suggested that this shortage has contributed to changing the landscape of the Australian hairdressing industry, especially in terms of people coming into salons with vastly different levels of experience. According to Tim, the other major factor in this changing landscape is the growth of social media as a business tool:

Because people just want to move all the time and they can take their clients with them because of social media, it doesn't really matter as much where they are. And now, because it's a predominantly female industry, a lot of women are just generally getting their spare room and putting a salon in there. So that aspect to it is they're going to people's houses and they're doing it that way as well.

Tim's comment draws attention to the increasing issue of the salon as a workplace in the intimacy of many people's home, which may raise specific safety concerns for the people who operate them around responding to family violence. Future iterations of the HaiR-3R's training should be cognisant of the context of the contemporary Australian hair and beauty industry which is: (1) diverse in terms of its participants and their training; (2) may be increasingly being conducted in personal domestic spaces; and (3) (in terms of hairdressers) subject to an extensive skills shortage in Australia.

### **Suggestions:**

- Consider providing trainees with further information about services (including mental health services) they may wish to access to support them in implementing the HaiR-3R's training
- Keep in mind the diverse dynamics of the salon workforce, and their increasingly domestically-located salon work, in adapting or designing any future training
- Consider the "soft skills" benefit that the HaiR-3R's training may provide, for use in future recruitment and promotion of the program.

## **Summary of Suggestions**

### **Practicalities of Training**

- Continue promotion of HaiR-3R's through social networks, and salon professional specific networks where possible
- Note the standardisation of similar training in the USA in EDVOS's materials to communicate the value and legitimacy of this kind of training
- Assist recruitment through noting the benefits of the training for salons as businesses that wish to promote themselves as community-minded
- Continue holding sessions on evenings after work, or if possible arrange time off regular work hours for the whole salon
- Maintain a group size of 10-15 people
- Ideally train a whole salon team together
- Maintain the provision of food and a relaxed conversational and interactive structure
- Continue to provide EDVOS materials at the end of the session for salon professionals to take home and take to their salons
- Consider greater inclusion of scenario-based learning/role-play and more specific content on how to have conversations about family violence with clients

### **Understanding and Recognising Family Violence**

- Continue to offer concrete examples related to specific situations that may arise in salons
- Consider further consultation with different kinds of salon professionals to come up with discrete practice examples for recognising signs of family violence in different salon settings
- Consider developing a "list of things to look out for" for participants to take home
- Consider including materials of groups dedicated to other minority and marginalised experiences
- Consider further outlining intersectional issues in family violence, where time permits

### **Responding to Disclosures and Warning Signs of Family Violence**

- Continue to emphasise that salon professionals are intermediary support for their clients, and that the training is not about expecting them to be counsellors
- Further consider the value of including practice conversations as part of the training sessions
- Emphasise the online content and contact options that are available

### **Referring Clients to EDVOS**

- Continue to provide the materials that assist salon professionals to refer clients and others to EDVOS or similar services
- Ensure that the dual identity (survivor/salon professional) that many might occupy, is recognised at the very beginning of the training
- Revisit the need for, and procedures around, the opening activity of the training that may trigger personal issues around family violence
- Emphasise that those who attend the training are also welcome to access EDVOS services
- Consider checking in with trainees in some way following the training

### **Possible Future Directions and Considerations**

- Consider a formal ongoing partnership with technical training providers
- If implementing any longer-term arrangements for training apprentices, continue training across the lifetime (and across experience levels)
- Consider developing refresher training or providing follow up information
- Consider building an online resource and learning space

### **Broader Issues to Consider Around Salon Work**

- Consider providing trainees with further information about services (including mental health services) they may wish to access to support them in implementing the HaiR-3R's training
- Keep in mind the diverse dynamics of the salon workforce, and their increasingly domestically-located salon work, in adapting or designing any future training
- Consider the "soft skills" benefit that the HaiR-3R's training may provide, for use in future recruitment and promotion of the program.

## **Conclusion**

The interviews with salon professionals that form the basis of this report provide some ground for understanding the benefits and possible future directions of the HaiR-3R's program. The self-reports of the interviewees in this study suggest that the training is doing well to meet its aims and the short-term goals of the program. The reflections from the salon professionals also suggest many ways that future training might be adapted, or additional supports may be put in place, to best support workers to "recognise, respond, and refer".

Despite the richness of the reflections offered in this report, the obvious limitation of this study is the small sample size. The difficulty of recruiting already time-burdened salon professionals suggests that future training should in-build a qualitative report mechanism for future follow-up studies. For example, this might mean maintaining email addresses of all attendees for follow up surveys (in addition to the current exit survey), which would also assist with the ease of recruitment for interview-based follow up with participants.

Possible limitations of the training that could not be addressed in this study include the potential self-selection bias of those who attend the training versus those who did not. Future follow up studies for the HaiR-3R's (or similar) training might also look toward interviewing clients about the effectiveness of the training or conducting focus groups with salon professionals and/or clients about what might work as best practice implementation in the salon space.

The HaiR-3R's training shines a light on issues within the hair and beauty industry that go beyond negotiating family violence with clients. This includes the emotional, physical, and mental burdens that salon workers are already encountering in their daily work, and the mental health, safety and care for salon workers themselves with regard to this.

Importantly, this broad issue of salon worker wellbeing is not within the remit of EDVOS or other family violence services to address. However, the benefit of the HaiR-3R's program is that it goes *some* way to providing salon workers with sorely needed social and emotional tools, in this case to negotiate family violence with clients, to "recognise, respond and refer". In other words, the HaiR-3R's program has a double benefit: greater support and training is provided for salon professionals, and this affords a broader community benefit for tackling the issue of family violence.

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