The MISTER-B Project is a research study conducted by NYU Medical Center aimed at combating high blood pressure and colorectal cancer among Black men. Indeed, the rates of high blood pressure and colorectal cancer are disproportionately higher in Black men than in any other ethnic group. Moreover, complications of high blood pressure, including heart disease and stroke, are the leading causes of deaths in Black men.

We, the MISTER-B Team, hope to help relieve the undue burden of hypertension and colorectal cancer on Black men by inspiring these men and our communities to lead healthy lives. We plan to reach the community by partnering with a common social and support outlet for Black men: The Barbershop. By recruiting men over 50 in barbershops, and assisting them through lifestyle counseling and personal guidance through the colonoscopy procedure, we believe we can help lower blood pressure and increase screening colonoscopies.

High blood pressure and colorectal cancer are preventable conditions, and the sooner we can inform people on how to take control of these conditions Black men can stop being victims to this burden. After all, death is not an option!

- The MISTER-B Team

Who We Are...

Barbershop Spotlight: Denny Moe’s

Principal Investigator Dr. Ravenell taking blood pressure at a summer event in Harlem

We kicked off our project in June at Denny Moe’s Superstar barbershop on Frederick Douglass Boulevard in Harlem. Dennis Mitchell, better known as Denny Moe, hosted the 2nd annual “Cutting For a Cure”, a 48-hour hair cutting marathon where barbers from across the country come together to raise cancer awareness. Our Mister-B team was there with nurses from St. Luke’s Roosevelt hospital to provide free screenings for high blood pressure, diabetes, cholesterol, and prostate cancer, along with other volunteers who provided mammograms and HIV/AIDS testing. The event was a tremendous success; we screened over 80 people over two days and recruited 7 men into our Mister-B project. Mr. Mitchell has been hosting this event
since 2008, and it continues to grow. With the elevated rates of high blood pressure, cancer and diabetes among the African American community, Mr. Mitchell has made it his mission to make sure that as many people as possible get screened through early detection and testing, with the ultimate goal of reducing the mortality rate among the urban community.

We thank Dennis Mitchell for hosting this wonderful event, and look forward to partnering with him in the future.

Jordan Plumhoff
Research Coordinator

If you or someone you know would like to be a participant in our study or host events at your shop, please contact us at the number below.

- The Mister-B Team

Dennis Mitchell, owner of Denny Moe’s Superstar Barbershop, addresses members of the Harlem community outside his shop at his “Cutting for a Cure” event.

Where We’ll Be
This Month

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Where We’ve Been

MISTER B.

We’d like to thank these shops for all their support!