

REPORT ON IFPA SOLIDARITY FUND PROJECT (2023) - Raising Awareness of Scalp Psoriasis among Hairdressers in Klang Valley, Malaysia

Prepared by
Dr. K. Thiruchelvam
Psoriasis Association of Malaysia
May 2024

SUMMARY

This project is about raising awareness of scalp psoriasis among hairdressers and barbers in Malaysia through discussions and guidelines so that they would continue to build the trust with their psoriatic clients and put them at ease. This project has enabled the Psoriasis Association of Malaysia (PAM) to produce a set of ground-breaking guidelines to guide both hairdressers and psoriatic patients to talk comfortably on scalp psoriasis. The findings of a questionnaire survey undertaken as part of the project revealed, among others, that less than 22% of the hairdressers surveyed have indicated that they are knowledgeable about scalp psoriasis; and less than 15% of the hairdressers received any form of formal training on psoriasis including scalp psoriasis. The findings demonstrate that much can be done to raise the level of knowledge of scalp psoriasis among hairdressers and barbers so that they can play a more effective role in guiding the psoriatic patients that come before them.

1.0 INTRODUCTION

1.1 This report describes the activities and key findings of a project entitled *Raising Awareness of Scalp Psoriasis among Hairdressers in Klang Valley, Malaysia* funded under the IFPA Solidarity Fund in April 2023.

1.2 The project was undertaken by the lead analyst, namely, Dr K. Thiruchelvam with support from personnel from other organisations as well as members of Psoriasis Association of Malaysia (PAM).

1.3 The aim of this project is to raise awareness of scalp psoriasis among hairdressers in the Klang Valley region in Malaysia as well as to provide them with guidelines that will assist them in their conversations with clients.

2.0 BACKGROUND

2.1 Psoriatic patients feel uncomfortable to talk about their scalp condition to their hair dressers. A number have deliberately postponed their visits to the hairdressers due to this tension. Some patients have complained that a number of hairdressers have passed disparaging remarks about their scalp psoriasis condition, especially, the flaky dandruff-like plaques. This project is about raising awareness among hairdressers through discussions and guidelines so that they would continue to build the trust with their psoriatic clients and put them at ease. To-date no formal engagement has yet to be initiated with the hair dressers associations in Malaysia on psoriasis (and in particular scalp psoriasis). It is hoped that this activity will reach out to some 50 hair dressers in the Klang Valley area.

3.0 PROJECT FUNDING AND IMPLEMENTATION

3.1 This project received funding support of RM 13,518.23 (approximately equivalent to €2770) from the IFPA Solidarity Fund on May 15, 2023. The project was originally scheduled from May till December 2023. However, due to administrative challenges, the project was extended to April 2024 (see [Appendix A](#)).

4.0 KEY PROJECT ACTIVITIES

4.1 A number of activities were undertaken as part of this project as follows:

- (i) **Discussions with several hairdressing and barber associations** in the Klang Valley to inform them of the project and to obtain their support - Preliminary discussions were held with the Malaysian Hairdressing Association (MHA); Bumiputera Hairdressing Association (BUHA); Malaysian Bumiputera Barbers Association (MBBA); Malaysian Indian Hairdressing Saloon Owners Association (MINDAS) to inform them on the project as well to seek their participation in the planned workshop to be

conducted by PAM. The presentation slides that were prepared for these discussions are appended (**Appendix B**).

- (ii) **Discussions with the Dermatological Society of Malaysia (PDM)** to seek their support for the project - the researcher had telephone discussion with PDM but PDM expressed unavailability to participate in the planned workshop due to other prior commitments.
- (iii) **Desktop literature search** on information on preparation of guidelines for hairdressers when dealing with clients with scalp psoriasis – the researcher conducted a desktop search on guidelines for hairdressers on scalp psoriasis.
- (iv) **Workshop on scalp psoriasis for hairdressers** in the Klang Valley – a workshop on scalp psoriasis for hairdressers was held to obtain their feedback on guidelines prepared by PAM to improve conversations between the two parties.

5.0 WORKSHOP ON SCALP PSORIASIS

5.1 The workshop on scalp psoriasis for hairdressers was held on March 9, 2024 at the Worq coworking space, Menara Sentrum, Kuala Lumpur from 9.30 am till 1.30 pm.. The aim of this workshop is to get feedback from hairdressers and barbers from various associations as well as psoriatic patients on the guidelines prepared by PAM. A total of 59 participants from various hairdressing associations in the Klang Valley attended the workshop. The report of the workshop is appended (**Appendix C**).

6.0 KEY OUTPUTS OF THE PROJECT

(I) Guidelines for hairdressers and patients

6.1 Two sets of guidelines were prepared as part of this project, namely:

- Guidelines for Hairdressers when dealing with patients with scalp psoriasis;
- A guide to confident conversation with your hairdresser or barber

6.2 These groundbreaking guidelines which have been developed for the first-time in Malaysia for the hairdressing fraternity and psoriatic patients are appended in the workshop report. They were printed in both English and Malay so that they can be understood by a larger segment of the hairdressing community and the public.

(II) Raising Awareness on Scalp Psoriasis among Hairdressers and Barbers

6.3 During the course of the workshop as mentioned in para 5.1 above, a presentation on scalp psoriasis was given by Dr Moonyza Akmal, a consultant dermatologist from Hospital Kuala Lumpur so that participants would be informed on the basics about psoriasis including scalp psoriasis. Dr Moonyza also conducted a patient-sharing session with the support of two patient volunteers. The participants

were given a close-up practical examination on the various manifestations of scalp psoriasis.

(III) **Survey Findings on awareness of scalp psoriasis among hairdressers and barbers**

6.4 A questionnaire survey to assess the awareness of participants on scalp psoriasis was distributed to the hairdressers during the workshop session and the key findings are as follows:

- (i) 77% of the respondents expressed awareness of scalp psoriasis (before the workshop);
- (ii) Only 22% of the respondents indicated that they are knowledgeable about scalp psoriasis;
- (iii) About 55% of the respondents expressed confidence in identifying symptoms of scalp psoriasis. However, only 19% of the respondents were confident to identify symptoms of scalp psoriasis during hairdressing appointment;
- (iv) About 78% of the hairdressers have indicated experience having psoriatic patients as clients;
- (v) When asked about how they would approach a client with scalp psoriasis, the following were given as responses:
 - Check scalp beforehand;
 - Treat as normal and enhance client's salon experience;
 - Discuss about how their hair to be done;
 - Listen, understand and empathise;
 - Explain politely of his/her condition and that he/she needs to see a doctor;
 - Enquire from customer as to how long he/she has been having this condition;
 - Carry on as usual but suggest to customer no chemical treatment;
 - Use comb that is soft then do not use machine/blower on head of client
- (vi) 44% of the hairdressers expressed some degree of comfort talking to their clients about scalp psoriasis;
- (vii) Less than 15% of the hairdressers received any form of formal training on psoriasis including scalp psoriasis
- (viii) Almost all (96%) the respondents agreed on the importance of collaborating with healthcare professionals when dealing with clients who have scalp psoriasis;
- (ix) 81% of respondents have actually reported referring their clients to a health care professional

(x) When asked as to what additional resources or training would be helpful in enhancing the hairdressers' knowledge of scalp psoriasis, the following responses were indicated:

- Attend talks/lectures/workshops;
- Obtain information from Internet and other associations such as PAM;
- Specific training from professionals on provision of appropriate services to psoriatic clients;
- Seminars as organised by PAM but with practical training;

6.5 The above findings are novel since the survey undertaken is the first time it has been conducted in Malaysia on a group of hairdressers

7.0 KEY MESSAGES AND OUTCOMES FROM THE STUDY

7.1 In summary, this study has revealed two key messages for the relevant authorities as follows:

- (a) **Less than 22% of the hairdressers surveyed have indicated that they are knowledgeable about scalp psoriasis** – indicating that much more can be done to raise this level of knowledge among the hairdressers; and
- (b) **Less than 15% of the hairdressers received any form of formal training on psoriasis including scalp psoriasis** – suggesting that similar workshops need to be organised on a regular basis throughout the country so that more hairdressers can benefit.

7.2 The key messages above demonstrate that much can be done by bodies such as PAM, PDM and the hairdressing associations to raise the level of knowledge of scalp psoriasis among hairdressers and barbers so that they can play a more effective role in guiding the psoriatic patients that come before them.

7.3 **This project has enabled PAM to produce a set of guidelines to guide both – hairdressers and psoriatic patients – to talk comfortably on scalp psoriasis.** More importantly, the project has enabled PAM to build networks with the hairdressing associations which was almost non-existent prior to this project. Above all, this project has resulted in more hairdressers and barbers in the Klang Valley to be aware and knowledgeable about scalp psoriasis.

8.0 FEEDBACK FROM PARTICIPANTS

8.1 All the participants thanked the Psoriasis Association of Malaysia (or PAM) for organising the pioneering workshop as almost all of them had never been to a formal seminar/workshop on scalp psoriasis. They congratulated PAM for having this timely workshop to enhance their basic knowledge about psoriasis and scalp psoriasis, in particular, and hoped this knowledge will be useful in their workplace. They expressed hope that PAM can organise more such practical sessions in future and in different locations throughout the country.

9.0 MOVING FORWARD

9.1 PAM will endeavour to obtain sponsors to print more of the guidelines and distribute them to the various hairdresser associations so that they can forward them to their members throughout the country.

9.2 PAM will convey to Dermatological Society of Malaysia (PDM) the findings of this workshop and persuade PDM to co-organise one or two similar workshops in other parts of the country in the next 12 months.

10.0 PRESS RELEASE

10.1 A suggested press release for IFPA on the key highlights of this project is given in **Appendix D**.







11.0 ACKNOWLEDGEMENTS

11.1 The Psoriasis Association of Malaysia hereby gratefully acknowledges the financial support of IFPA and in-kind support from DKSH for the successful implementation of this project.

Report prepared by:
Dr K. Thiruchelvam
Psoriasis Association of Malaysia
May 5, 2024

APPENDIX A

PROJECT ACTIVITY AND IMPLEMENTATION

ACTIVITY	June – August 2023	September – November 2023	December 2023 – February 2024	March – April 2024
Discussion with PDM, MHA, MINDAS to get buy in; Preparation of presentation slides				
Literature Search on guidelines for hairdressers on scalp psoriasis				
Preparation of questionnaire				
Preparation of draft guidelines and translation of draft guidelines				
Presentation of draft guidelines in half-day workshop for hairdressers in Klang Valley				
Printing of guidelines and launch of guidelines				

PRESENTATION SLIDES FOR DISCUSSION WITH HAIRDRESSING ASSOCIATIONS

PSORIASIS
Association Of Malaysia

What is this presentation about?

We seek your support to raise awareness of scalp psoriasis among members of local hairdressing and barber associations.

July 12, 2023

Raising Awareness of Scalp Psoriasis among Hairdressers in Klang Valley, Malaysia

What is this presentation about?

- Who we are and what we do
- About psoriasis and scalp psoriasis
- What is this project about and why your association's support is important
- What is expected from your association in this project
- What are the expected outputs of this project
- Project schedule

Psoriasis Association of Malaysia (PAM): Who we are and what we do



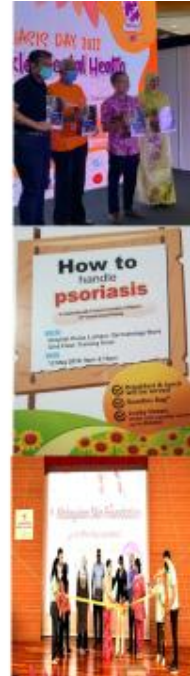
We are the **leading national organization** for people affected by psoriasis in Malaysia. We are a non-profit NGO founded in 1987 and managed by a handful of volunteers, most of whom are sufferers.

Our 3 key purposes:

Advocacy - increasing awareness of psoriasis;

Education - educating people with psoriasis about their condition and empowering them with the tools to cope with and manage the disease.

Support - provide counselling, advise, morale support and friendship through our network and references to direct sufferers to the right health care providers.



3 Key Areas Of Focus



Despite limited resources, we have been undertaking these activities, albeit, on a restricted scale



About Psoriasis

Psoriasis is a debilitating auto-immune and chronic inflammatory skin disease which is reported to affect an estimated

300,000 Malaysians.

Although not contagious, people with psoriasis battle with tremendous social stigma due to the lack of public awareness and understanding.



What is psoriasis?

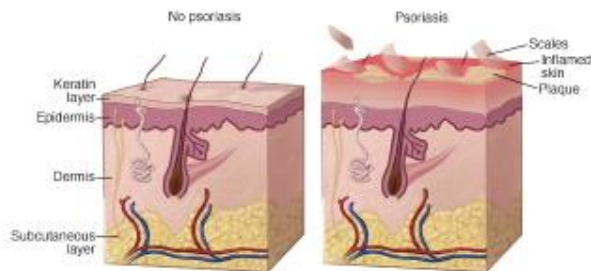
Psoriasis is an autoimmune condition that causes inflammation in your skin often with scaly patches, most commonly on the knees, elbows, trunk and scalp. These thick, scaly areas are called plaques. Psoriasis is a chronic skin condition, which means it can flare up unexpectedly and there's no cure. Common triggers in people with a genetic predisposition to psoriasis include infections, cuts or burns, and certain medications.

Psoriatic arthritis – is a type of inflammatory arthritis that can cause joint pain and stiffness and damage to joints and surrounding tissues. Global estimates indicate that psoriatic arthritis affects one-third of people with psoriasis



Psoriasis causes patches of red, scaly skin. It happens because your body has an overactive immune system.





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How psoriasis develops

In psoriasis, the life cycle of your skin cells greatly accelerates, leading to a buildup of dead cells on the surface of the epidermis.

What is Scalp Psoriasis?

Scalp psoriasis is a skin disorder. Between 45 – 55% of people living with psoriasis have scalp psoriasis. Symptoms can appear on the hairline, forehead, back of the neck and skin around the ears. Scalp psoriasis can have fine scales that look like dandruff or appear as thick, crusted plaques that cover the entire scalp. Plaques may look red, purple or brown depending on your skin color. In rare cases, scalp psoriasis can cause temporary hair loss.

You can't catch scalp psoriasis from another person. As with other types of psoriasis, we don't know what causes it. Doctors believe it comes from something wrong with your [immune system](#) that causes skin cells to grow too quickly and build up into patches. You may be more likely to get scalp psoriasis if it runs in your family.

Although scalp psoriasis can be difficult to treat, there are effective treatments available. Treatments include topical, phototherapy, oral systemic and biologic treatments. Your health care provider will recommend a treatment based on your disease severity, health history and reaction to other treatments. You can learn more about each type of treatment at psoriasis.org/treatment-and-care



What is this project about?

Raising Awareness of Scalp Psoriasis among Hairdressers in Klang Valley, Malaysia

This project is funded by the International Federation of Psoriasis Associations (IFPA). Malaysia is a member of IFPA



This planned activity is about raising awareness among hairdressers through discussions and flyers so that they would continue to build the trust with their psoriatic clients and put them at ease. To-date no formal engagement has yet to be initiated with the hair dressers association in Malaysia on psoriasis (and in particular scalp psoriasis). It is hoped that this activity will reach out to some 50 hair dressers in the Klang Valley area and that repeat dialogues with other hair dressers at selected locations throughout the country will be undertaken dependent on performance of this initial activity. The flyer on scalp psoriasis guidelines is expected to reach out more than 200 hair dressers and 500 psoriatic patients. These numbers will increase if regional dialogue sessions are held.

How can hairdressers help?



"Scalp problems – dandruff and rashes – are very common, so why isn't it talked about openly? It breaks my heart to know that so many people refuse to get a haircut because of their scalp psoriasis. I usually take the initiative to explain and educate the hairdressers about my condition. Once they understand they're OK with it."

Roylie Wang Malaysia

Psoriatic patients feel uncomfortable to talk about their scalp condition to their hair dressers. A number have deliberately postponed their visits to the hairdressers due to this tension. A survey undertaken in the UK revealed that providing hairdressers and barbers with more practical training to support people who have scalp psoriasis would be beneficial

Tom Chapman, barber and founder of the Lions Barber Collective commented: "Hair professionals are in a unique position to help clients, through the trust and bond we build with them. We often have incredibly strong relationships where clients become friends and can share aspects of their lives with us. I would like this position of trust to be used to help those with scalp psoriasis feel at ease with their condition, particularly considering the impact it can have on mental health, as the research shows. Partnering with the Psoriasis Association and LEO Pharma we have developed guides to help facilitate these conversations within the salon setting."

Produced for the #HeadsUpToPsoriasis campaign, "A guide to confident conversations with your clients", provides helpful information on how hair professionals can support clients who may be living with scalp psoriasis. Including how to initiate conversations and practical tips on how you can create a relaxed and positive experience, encouraging them to return to the salon or barber shop again.



Hair Stylist Tips: How to Talk to Clients About Scalp Care

- Firstly, be aware of the space the client is in. Sometimes it's best to perform a client consultation in a private space, or at least away from our co-workers and other clients.
- Should I as a stylist keep it very personal?
- Should we be keeping records of scalp care treatments?
- How do I check a client's scalp?
- How do I talk to a client about their scalp issue?
- Is talking about scalp care taboo?

HEADS UP TO PSORIASIS

Presented by the #HeadUpToPsoriasis campaign, a partnership between the Psoriasis Association, the Lion Barber Collective and @TheDermatologist

A guide to confident conversations with your clients

This short guide will give you some helpful conversation starters to support clients who have scalp psoriasis.

Psoriasis affects around 2% of the population, with many people experiencing visible signs on their scalp. These signs can be uncomfortable, itchy and embarrassing for the person affected. The condition can also impact on appearance for both adults and children, and can be associated with the psychological symptoms of social anxiety, self-harm, changes in self-esteem and difficulty in being prepared or excited about the workplace, business or education.

You have only a limited time to talk to your clients about their scalp psoriasis. It's important to be clear and concise, and to be comfortable with any questions or concerns that arise.

Putting your client at ease

You've been recommended that you should talk to your client about their scalp psoriasis. It might be because they've seen something about it on social media, or because they've been recommended to see you by a friend or family member.

You've had several clients in the past who've said they have scalp psoriasis, but they've never mentioned it to you. It might be because they're not comfortable talking about it, or because they're not sure if you have any suitable products or services to offer.

Before you start, let your client know you're happy to help. You can say something like: "I'm glad you've reached out to me about your scalp psoriasis. I'll do my best to help you feel more comfortable with your condition. Let's start by talking about your scalp psoriasis and how we can help you manage it."

Practical tips

- 1. Be clear and concise when talking to your client. Use simple language and avoid jargon.
- 2. Offer to show your client a range of products and services that you have available. This will help them to understand what you can offer and what they might need.
- 3. Be open to the client's needs. They may have specific requirements, such as a product that is gentle on their scalp, or a service that is suitable for their hair type.
- 4. Offer to provide a written list of products and services that you recommend. This will help your client to remember what you've said and to refer back to it when they're shopping.
- 5. Offer to provide a written list of products and services that you recommend. This will help your client to remember what you've said and to refer back to it when they're shopping.

Talking to your hairdresser: 5 THINGS TO KNOW

- You're not alone.**
Remember that millions of people have psoriasis.
- Mention any sensitivities.**
For example, tell your stylist if you are sensitive to heat before they start to blow-dry your hair.
- Share your routine.**
If you use a medicated shampoo, bring it with you so your stylist or barber can use it during your visit.
- Treat the day before.**
Shampoo or use treatments the day before your visit to minimize flaking.
- Remind them to go easy.**
"Gentle" is the key word in dealing with scalp psoriasis. Remind your stylist to go easy when using hard brushes and combs, and not to brush excessively.

A



Hold your head high

Just remember to be upfront and honest about your condition. If you're not comfortable with your stylist or feel they aren't being sympathetic to your unique issues, then find a professional who is. Call salons and ask if they have a psoriasis-friendly hairdresser.

What is expected from the Hair Dressing Association



Support this project. Inform your members about this project and why their support is important.



Get your members to fill up the questionnaire survey as well as interviews (only some selected members)



Provide feedback on draft guidelines prepared by researcher and Dermatology Association of Malaysia



Participate in a half-day workshop on the findings of the survey and the publication of the guidelines.

No financial obligations or implications;

Only members' time required to fill up questionnaire survey and to attend workshop

Outputs expected from the project



Questionnaire survey findings on members' knowledge on psoriasis



Guidelines on how to engage with clients with psoriasis



Guidelines on what clients can do to engage with hairdressers



Increased awareness and knowledge among members on psoriasis

Project Schedule

ACTIVITIES	June- July 2023	August- September, 2023	October- November, 2023	December 23 – January 24
Discussion with PDM, MHA, MINDAS to get buy in; Preparation of presentation slides	■			
Preparation of questionnaire	■			
Distribution of questionnaires and interviews of selected hairdressers		■		
Preparation of draft guidelines and translation of draft guidelines		■		
Presentation of draft guidelines in half-day workshop for hairdressers in Klang Valley				■
Printing of revised guidelines and launch of guidelines				■

THANK YOU

Kindly contact Dr Thiru at 012-2132499 or kthiru53@gmail.com for any enquiry regarding the implementation of this project.

The aim of this workshop is to get feedback from hairdressers/barbers as well as psoriatic patients on the guidelines prepared by PAM to improve conversations between the two parties. The workshop revealed two key findings:

- Less than 22% of the hairdressers surveyed have indicated that they are knowledgeable about scalp psoriasis; and
- Less than 15% of the hairdressers received any form of formal training on psoriasis including scalp psoriasis

The findings demonstrate that much can be done to raise the level of knowledge of scalp psoriasis among hairdressers and barbers so that they can play a more effective role in guiding the psoriatic patients that come before them.

**REPORT ON
WORKSHOP ON
GUIDELINES FOR
HAIRDRESSERS WHEN
DEALING WITH CLIENTS
WITH SCALP PSORIASIS,
March 9, 2024**

1.0 INTRODUCTION

1.1 The workshop on scalp psoriasis for hairdressers was held on March 9, 2024 at the Worq coworking space, Menara Sentrum, Kuala Lumpur from 9.30 am till 1.30 pm. The agenda of the workshop is given in **Appendix A**.

1.2 The aim of this workshop is to get feedback from hairdressers and barbers from various associations as well as psoriatic patients on the guidelines prepared by PAM.

2.0 PARTICIPATION

2.1 A total of 59 participants attended the workshop as listed in **Appendix B**.

3.0 WELCOMING AND OPENING ADDRESSES

3.1 In his welcoming remarks, Dr. K.Thiruchelvam, the President of the Psoriasis Association of Malaysia (PAM) thanked all the participants for availing their time to participate in this workshop. He expressed gratitude to all those who contributed towards making this workshop a reality.

3.2 The opening of the workshop was done by Dr Raoul Siebert, the Deputy Director of Health Services, Department of Health, Federal Territory of Putrajaya. In his address, Dr Raoul stressed the important role of hairdressers in lifting the spirits of psoriatic patients who come before them. He stressed that their role goes beyond the salon chair. He added that hairdressers are an advocate for their clients' well-being. Dr Raoul stressed that by knowing the guidelines discussed today, hairdressers will be contributing to breaking down the stigma associated with psoriasis and fostering a more compassionate and knowledgeable community.

4.0 VIDEO PRESENTATION ON MY SKIN BY PSORIASIS FIGHTERS

4.1 The workshop got off to a rousing start with the video presentation on My Skin by Psoriasis Fighters which can be downloaded here: https://www.youtube.com/watch?v=mmrSX_ej0uA

5.0 PRESENTATION ON SCALP PSORIASIS

5.1 A presentation on scalp psoriasis was given by Dr Moonyza Akmal, a consultant dermatologist from Hospital Kuala Lumpur so that participants would be informed on the basics about psoriasis including scalp psoriasis. Her presentation slides are given in **Appendix C**.

5.2 Dr Moonyza conducted a patient-sharing session with the support of two patient volunteers. The participants were given a close-up practical examination on the various manifestations of scalp psoriasis.

6.0 GUIDELINES FOR HAIRDRESSERS AND PATIENTS

6.1 The workshop split into two groups to discuss the guidelines drafted by Psoriasis Association of Malaysia (**Appendix D and Appendix E**) as follows:

- Guidelines for Hairdressers when dealing with patients with scalp psoriasis;
- A guide to confident conversation with your hairdresser or barber

6.2 The workshop endorsed the guidelines and suggested that PAM should print more of the guidelines to be distributed to members of the various hairdressing associations throughout the country.

7.0 QUESTIONNAIRE ON AWARENESS OF SCALP PSORIASIS

7.1 A questionnaire (see **Appendix F**) to assess the awareness of participants on scalp psoriasis was distributed to the hairdressers and the key findings are as follows:

- (i) 77% of the respondents expressed awareness of scalp psoriasis (before the workshop);
- (ii) Only 22% of the respondents indicated that they are knowledgeable about scalp psoriasis;
- (iii) About 55% of the respondents expressed confidence in identifying symptoms of scalp psoriasis. However, only 19% of the respondents were confident to identify symptoms of scalp psoriasis during hairdressing appointment;
- (iv) About 78% of the hairdressers have indicated experience having psoriatic patients as clients;
- (v) When asked about how they would approach a client with scalp psoriasis, the following were given as responses:
 - Check scalp beforehand;
 - Treat as normal and enhance client's salon experience;
 - Discuss about how their hair to be done;
 - Listen, understand and empathise;
 - Explain politely of his/her condition and that he/she needs to see a doctor;
 - Enquire from customer as to how long he/she has been having this condition;
 - Carry on as usual but suggest to customer no chemical treatment;
 - Use comb that is soft then do not use machine/blower on head of client

- (vi) 44% of the hairdressers expressed some degree of comfort talking to their clients about scalp psoriasis;
- (vii) Less than 15% of the hairdressers received any form of formal training on psoriasis including scalp psoriasis
- (viii) Almost all (96%) the respondents agreed on the importance of collaborating with healthcare professionals when dealing with clients who have scalp psoriasis;
- (ix) 81% of respondents have actually reported referring their clients to a health care professional
- (x) When asked as to what additional resources or training would be helpful in enhancing the hairdressers' knowledge of scalp psoriasis, the following responses were indicated:
 - Attend talks/lectures/workshops;
 - Obtain information from Internet and other associations such as PAM;
 - Specific training from professionals on provision of appropriate services to psoriatic clients;
 - Seminars as organised by PAM but with practical training;

8.0 KEY MESSAGES AND IMPACT FROM THE WORKSHOP

8.1 In summary, this workshop has revealed two key messages for the relevant authorities as follows:

- (a) **Less than 22% of the hairdressers surveyed have indicated that they are knowledgeable about scalp psoriasis** – indicating that much more can be done to raise this level of knowledge among the hairdressers; and
- (b) **Less than 15% of the hairdressers received any form of formal training on psoriasis including scalp psoriasis** – suggesting that similar workshops need to be organised on a regular basis throughout the country so that more hairdressers can benefit.

8.2 The key messages above demonstrate that much can be done by bodies such as PAM, PDM and the hairdressing associations to raise the level of knowledge of scalp psoriasis among hairdressers and barbers so that they can play a more effective role in guiding the psoriatic patients that come before them.

8.3 **This project has enabled PAM to produce a set of guidelines to guide both – hairdressers and psoriatic patients – to talk comfortably on scalp psoriasis.** More importantly, the project has enabled PAM to build networks with the hairdressing associations which was almost non-existent prior to this project.

9.0 FEEDBACK FROM THE WORKSHOP

9.1 All the participants thanked the Psoriasis Association of Malaysia (or PAM) for organising this pioneering workshop as almost all of them had never been to a formal seminar/workshop on scalp psoriasis. They congratulated PAM for having this timely workshop to enhance their basic knowledge about psoriasis and scalp psoriasis, in particular, and hoped this knowledge will be useful in their workplace. They expressed hope that PAM can organise more such practical sessions in future and in different locations throughout the country.

10.0 NEXT STEPS

10.1 PAM will endeavour to obtain sponsors to print more of the guidelines and distribute them to the various hairdresser associations so that they can forward them to their members throughout the country.

10.2 PAM will convey to Dermatological Society of Malaysia (PDM) the findings of this workshop and persuade PDM to co-organise one or two similar workshops in the next 12 months.

11.0 RECORD ON FUNDS RECEIVED AND EXPENSES

11.1 This project received funding support of RM 13,518.23 from the IFPA Solidarity Fund on May 15, 2023. The project was undertaken by the lead analyst, namely, Dr K. Thiruchelvam with support from personnel from other organisations as well as members of PAM.

12.0 PHOTOGRAPHS TAKEN DURING WORKSHOP

12.1 Some snaps taken during the workshop are given in **Appendix G**

13.0 ACKNOWLEDGEMENTS

13.1 The Psoriasis Association of Malaysia hereby gratefully acknowledges the financial support of IFPA and in-kind support from DKSH for the successful implementation of this project.



**WORKSHOP ON GUIDELINES FOR HAIRDRESSERS WHEN DEALING WITH CLIENTS WITH SCALP
PSORIASIS, March 9, 2024**

PROGRAMME	
TIME	ACTIVITY
9.15 – 9.45 AM	Registration
9.45 – 9.55 AM	Welcoming Remarks by President of PAM
9.55 – 10.15 AM	Opening Address by Invited Guest
10.15 – 10.25 AM	Video on My Skin by Psoriasis Warriors
10.25 – 10.45 AM	Presentation on Scalp Psoriasis by Dr Moonyza Akmal, Hospital Kuala Lumpur
10.45 – 10.55 AM	Q&A
10.55 – 11.15 AM	Patient sharing session on scalp psoriasis
11.15 – 11.50 AM	Breakout Discussion on draft Guidelines
11.50 – 12.15 PM	Presentation by groups on o draft guidelines
12.15 – 12.25 PM	Questionnaire survey and evaluation feedback
12.25 – 12.30 PM	Closing Remarks by PAM President
12.30 – 1.30 PM	Lunch

WORKSHOP ON GUIDELINES FOR HAIRDRESSERS WHEN DEALING WITH CLIENTS WITH SCALP PSORIASIS, March 9, 2024, Worq KL Sentral, Kuala Lumpur
ATTENDANCE LIST

No	NAME	MOBILE NO	EMAIL ADDRESS	SIGNATURE
Persatuan Pemandan Rambut Bumiputera Malaysia (BUHA)				
1	SITI NURELINDA ABU BAKAR (PENGERUSI BUHA)			
2	MOHD AZIZ BIN HAIME (TIMBALAN PENGERUSI BUHA)			
3	NUR HAZIRAH BINTI HABIB			
4	NUR RUL HUSNA BINTI ZAINAL			
5	HASIAH MOHD NOR			
6	BULYAH ISHAK			
7	NORMAHIRA BINTI AHMAD			
8	NUR KESUMA KARTINI BINTI MOHAMAD ZAHIR			
9	NOR AKINA BINTI RAZALI			
10	NURSYASYA AFINA BINTI SUHAIMI			
PERSATUAN PENGUNTING RAMBUT BUMIPUTERA MALAYSIA				
1	TN. WINDA WIJAYA B. MOHD TAHIR	018365 9144		
2	SYAZWAN B. ABDUL AZIZ	012 202 9852		
3	MUHAMMAD ALI B. MOHD. YUNUS	012 259 8209		
4	FAZLEE B. MOHAMED NORDIN	011 3232 3976		
5	MUHAMMAD YUSOF BIN MAHIDIN	012 617 2777		
6	SYED SHAFRIZAM BIN. SYED SHARIFUDDIN	013 487 8199		
7	AHMAD FAEZIN BIN ABDUL MANAP	011 2362 1052		
8	ARIF HAKIMI BIN MUHAMMAD ALI	011 1215 0231		
9	AHMAD MUSADDIQ BIN SAIFULYAZAN	011 2384 2535		
10	RAZZLY BIN RUZLAN	012 930 8984		
11	MUHAMMAD ADAM ASYRAF BIN MOHAMAD DZULKIFLI	014 506 8611		
12	AHMAD RUJHAN BIN AB HALIM	018 253 5232		
13	MUHAMMAD AMIN BIN KAMARUDIN	017 367 5354		
MALAYSIAN HAIRDRESSING ASSOCIATION				
1	VINCE HEE MK			
2	RAIN TAM			
3	SHARON CHEW			
4	VIVIAN CHEN			
5	JOHN GAN			
6	SILVIA YEW			
PERSATUAN PENGUSAHA JURUGAYA RAMBUT INDIA, MALAYSIA (MINDAS)				
1	DR T. SUTHANDIRAM PJK (PENGERUSI)			
2	B. VIJAYAKUMAR (TIM. PENGERUSI)			
3	R. RAJASEGHARAN (SETIAUSAHA)			
4	M. MEENAQKUMAR (PENOLONG SETIAUSAHA)			
5	M. JEYAKUMAR (BENDAHARI)			
6	M. GNANATHIBAN (NAIB PENGERUSI)			
7	S. MAHNILA RAJA			
8	S. SOOJASAN			
9	R. SEGAMANI			
10	A. MOHAN			
11	K. LINGGANATHAN			
12	S. PARAMASIVAM			
13	A. AKILAN			
14	M.GANESAN			
15	P.JEYABALAN			
16	GOPI			
17	RAGUNATHAN			

**WORKSHOP ON GUIDELINES FOR HAIRDRESSERS WHEN DEALING WITH CLIENTS
 WITH SCALP PSORIASIS, March 9, 2024, Worq KL Sentral, Kuala Lumpur**

ATTENDANCE LIST

No	NAME	MOBILE NO	EMAIL ADDRESS	SIGNATURE
Patients/PAM members				
1	Joyce			
2	Nizam			
3	Dr Raoul			
4	Dr Thiru			
5	Sofia			
6	Patrina			
7	Kamala			
8	Vennila			
9	Ariff			
10	Ananthan			
11	Kendrick			
12				
PRESS				
1	Ravvy Tan			
2	Sin chew photographer			
3				
4				
5				

SCALP PSORIASIS

Dr Moonyza Akmal
WORQ KL Sentral
9 March 2024

What is Psoriasis?

- Chronic inflammatory skin disease – variety of clinical manifestation
- Plaque psoriasis – most common subtype
- Psoriasis is **NOT** contagious!



Nail involvement



Scalp involvement



Scalp psoriasis



Scalp psoriasis



Not all lesions on scalp = Psoriasis!

Seborrheic dermatitis



Allergic contact dermatitis



Not all lesions on scalp = Psoriasis!

Fungal infection



Bacterial folliculitis



Cancer





TREATMENT OPTIONS

TOPICALS

- Corticosteroids
- Salicylic acid
- Tar
- Vitamin D analogue
- Emollients
- Shampoo
- Lotion
- Gel
- Foam
- Spray
- Ointment
- Cream



SYSTEMIC TREATMENT

Conventional

- Methotrexate
- Acitretin
- Cyclosporin

Biological therapy

- Adalimumab
- Ustekinumab
- Secukinumab
- Ixekizumab
- Guselkumab
- Rizankizumab
- Brodalumab
- Tildrakizumab



TIPS & GUIDELINES

Tips on treating scalp psoriasis

- Look for OTC products with the active ingredients – **salicylic acid**, lactic acid, urea, **zinc pyrithione**, or **selenium sulfide**.
- When applying coal tar shampoo, **massage it into the scalp and leave on 5 to 10 minutes** before rinsing out.
- **Use conditioner** after shampooing → help against the odour of tar shampoo.
- **Gently comb & brush away the scales.**
- **Loosen the scales** with a brush or fine-toothed comb.
- Apply thick creams to your scalp while it's still damp.
- With an oil or lotion, **part your hair and drip the medication** onto your scalp.
- With a cream or ointment, rub it right into your scalp.

Practical tips for scalp

- **Avoid scratching** the scalp
- **Avoid picking off scales**
- Keep **fingernails short**
- **Caution with heat** – careful with curling irons/ rollers
- **Let your hair air dry** – blow drying can dry your scalp even more
- Do not use hot water
- Choose **loose hairstyles**

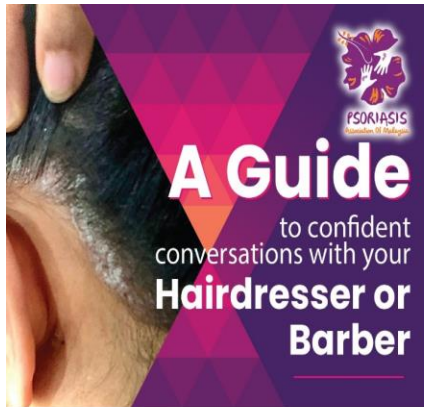
Practical tips for scalp

- Find a **suitable stylist**
- Bring your **own products**, if needed.
- **Plan ahead** – discuss with hair stylist on suitability of hair product/ hair styles
- **Check with your dermatologist** on your current scalp psoriasis status & hair care / scalp treatment response

Guidelines for hairdressers

- Be welcoming, empathetic & supportive
- Offer a quite & safe place
- Maintain professionalism
- Be an active listener
- Be reassuring
- Checking the scalp
- Remove scales

APPENDIX D



This short guide will give you some useful conversation starters to help explain and discuss your scalp psoriasis comfortably with your hairdresser or barber.

Living with scalp psoriasis can be challenging. Research has shown that even a visit to the hairdressers or barbers can cause anxiety, with two thirds of people with scalp psoriasis admitting to having postponed or avoided visiting the hairdressers/barbers.

INFORMING YOUR HAIRDRESSER / BARBER ABOUT YOUR CONDITION

Being anxious or self-conscious about your scalp psoriasis is understandable but communicating with your hairdresser or barber is the best way to ensure a comfortable, relaxed and enjoyable appointment. Try to start a conversation, perhaps by asking one of the following: "I have psoriasis on my scalp, can you please avoid any products that may cause irritation?" "Please can I request that you are gentle around my scalp, as it can be painful when touched"

PRACTICAL HAIR TIPS FOR PATIENTS WITH SCALP PSORIASIS

- Avoid scraping or scratching your scalp when you brush your hair.
- Use caution with curling irons and rollers to avoid heat against your scalp and accidental hair pulling.
- Choose loose hairstyles that don't pull against your scalp.
- Avoid certain treatments during a flare-up, such as perms, colors, blowouts, and relaxers.
- Avoid using hot water on your scalp. Use lukewarm water instead.

PRACTICAL TIPS FOR YOUR APPOINTMENT

- ▶ Get a referral to find a suitable stylist. If you can't find a helpful referral, there are still steps you can take to get hair care that's appropriate for psoriasis.
- ▶ DO plan ahead. Call your chosen salon ahead of time and let them know about your condition, and ask if they have a stylist who is familiar with it. Ask if it's OK for you to bring your own products to be used, as often the salon's products are harsher than those that are available for 'general public' use.
- ▶ DO check with your doctor regarding psoriasis and hair care.
- ▶ Do plan what you'd like the stylist or barber to do. Knowing in advance the cut or style you want will help you communicate your expectations to your stylist.
- ▶ Suggest postponing a treatment altogether if you are experiencing a flare up and skin is sore or painful.
- ▶ DO request to be seated in a quieter part of the salon if you wish to discuss any particular requirement discreetly.
- ▶ DO inform your hair stylist or barber that you are under the care of a healthcare provider for your scalp condition, and you've been advised that your scalp must be treated gently.





Panduan ringkas ini akan memberi anda beberapa permulaan perbualan yang berguna untuk membantu menerangkan dan membincangkan psoriasis kulit kepala anda dengan selesa dengan tukang gunting rambut anda.

Hidup dengan psoriasis kulit kepala boleh memberi cabaran kepada pesakit. Kajian telah menunjukkan bahawa lawatan ke pendandan rambut atau tukang gunting rambut boleh menyebabkan kerunsingan, dengan dua pertiga orang pesakit mengakui telah menengguhkan atau mengelakkan lawatan ke pendandan rambut/tukang gunting rambut.

MAKLUMKAN TUKANG RAMBUT ANDA MENGENAI KEADAAN ANDA

Berkomunikasilah dengan pendandan rambut atau tukang gunting rambut anda dengan cara terbaik untuk memastikan temu janji yang selesa, santai dan menyenangkan. Cuba mulakan perbualan dengan salah satu daripada yang berikut: "Saya mempunyai psoriasis pada kulit kepala saya, bolehkah anda elakkan sebarang produk yang boleh menyebabkan kerengsaan?" "Mohon berikan perkhidmatan yang lembut dan perlahan pada kulit kepala saya, kerana ia boleh menyakitkan apabila disentuh"

PETUA PENJAGAAN RAMBUT UNTUK

PESAKIT PSORIASIS KULIT KEPALA

- Elakkan daripada mengikis atau menggaru kulit kepala anda semasa menyikat rambut.

Berhati-hati dengan seterika lengcong dan penggelek

- untuk mengelakkan haba terhadap kulit kepala anda dan rambut ditarik secara tidak sengaja.
- Pilih gaya rambut longgar yang tidak menarik kulit kepala anda dengan tegang.
- Elakkan rawatan tertentu semasa flare-up, seperti perm, warna, blowout dan relaxers.
- Elakkan penggunaan air panas pada kulit kepala anda. Gunakan air suam.

PETUA UNTUK TEMUJANJI BERSAMA

PENDANDAN RAMBUT

- ▶ Dapatkan rujukan untuk mencari pendandan rambut yang sesuai.
- ▶ Pastikan anda merancang lebih awal. Hubungi salon pilihan anda terlebih dahulu dan beritahu mereka tentang keadaan anda, dan tanya sama ada mereka mempunyai pendandan rambut yang biasa dengannya. Tanya sama ada anda boleh membawa produk anda sendiri untuk digunakan, kerana selalunya produk salon adalah lebih keras daripada produk yang tersedia untuk kegunaan 'orang awam'.
- ▶ Semak dengan doktor anda mengenai psoriasis dan penjagaan rambut.
- ▶ Rancang perkara yang anda mahu lakukan oleh penggaya atau tukang gunting rambut. Mengetahui terlebih dahulu potongan dan gaya yang anda inginkan akan membantu anda menyampaikan jangkaan anda kepada mereka.
- ▶ Cadangkan menengguhkan rawatan sama sekali jika anda mengalami kerengsaan dan sakit pada kulit.
- ▶ Mohon untuk duduk di bahagian salon yang lebih sunyi jika anda ingin membincangkan perkara tertentu secara persendirian.
- ▶ Sila maklumkan kepada tukang gunting rambut anda bahawa anda dinasihatkan oleh doktor pakar kulit untuk menjaga bahagian kulit kepala dengan lembut.





A Guide to Hairdressers

when engaging with their clients with

Scalp Psoriasis

This short guide will give you some helpful background information and conversation starters to understand clients who have scalp psoriasis

WHAT IS SCALP PSORIASIS?

Scalp psoriasis is a chronic skin disorder. Between 45 – 55% of people living with psoriasis have scalp psoriasis. Symptoms can appear on the hairline, forehead, back of the neck and skin around the ears. Scalp psoriasis can have fine scales that look like dandruff or appear as thick, crusted plaques that cover the entire scalp. In rare cases, scalp psoriasis can cause temporary hair loss.

You can't catch scalp psoriasis from another person. As with other types of psoriasis, we don't know what causes it. Doctors believe it comes from something wrong with the immune system that causes skin cells to grow too quickly and build up into patches. You may be more likely to get scalp psoriasis if it runs in your family.

Although scalp psoriasis can be difficult to treat, there are effective treatments available. Psoriasis can be itchy, make the scalp feel tight and occasionally cause soreness, especially if there are cracks in the skin. The condition can cause many to experience low self-esteem and anxiety and even a planned visit to the hairdressers or barbers can cause distress.

GUIDELINES FOR HAIRDRESSERS WHEN DEALING WITH PATIENTS WITH SCALP PSORIASIS

Interacting with patients who have scalp psoriasis requires a delicate approach, as this condition can be physically uncomfortable and emotionally challenging. Here are some guidelines for hairdressers to follow:

- **Be Welcoming, Empathetic and Supportive**
Make your client feel comfortable and welcome. Recognize that scalp psoriasis can be distressing for the patient. Begin the conversation by asking how they would like their hair styled or if there are any specific concerns related to their condition.
- **Offer a quiet and safe place**
Ensure a private or quiet space for your client if they wish to discuss with you about their condition or their particular requirements.
- **Maintain Professionalism**
Treat the patient with the same level of respect and courtesy as any other client. Keep your conversations with your client personal. Keep records of scalp care treatment on clients.
- **Be an active listener**
Be a good listener during the consultation to help build trust and rapport. By actively listening to your client you will start to be able to pick up on how much your client wants to talk and if it is appropriate to ask more direct questions.
- **Checking a client's scalp**
Inform the client that you wish to check the scalp so as to identify scalp irritations and issues. If there are issues, inform the client about what you saw and inform him that he should refer to a medical professional for further advice. Suggest postponing a treatment altogether if the scalp is broken/bleeding.

- **Be Reassuring**
Do reassure the client if they are alarmed by any thinning hair. Inform them that scalp psoriasis can in some cases cause hair loss, but the hair will normally grow back once the inflammation and scale has cleared.
- **Remove loose scales**
Remove loose scales by gently brushing the hair, just be careful not to scratch the scalp.

HOW CAN HAIRDRESSERS HELP?

Hair professionals are in a unique position to help clients, through the trust and bond that they have developed with them. They can use this position of trust to help those with scalp psoriasis feel at ease with their condition, particularly considering the impact it can have on mental health, as several studies have shown. Having confident and relaxed conversations with your client will lead to a more comfortable experience and will do wonders for their general well-being.

PUTTING YOUR CLIENT AT EASE

If your client hasn't mentioned their scalp psoriasis to you, it might be because they are self-conscious about it. Perhaps start a conversation by asking one of the following:

'I am not sure if you're aware but your scalp does not look good.' Tell your client what you see and advise them to seek medical advice, if they have not done so.

Before we start let me know of any requests for how I cut and style your hair, for example if you do not want me to use the hairdryer, like the water at certain temperature or would prefer I use a certain type of brush, any requests like these please let me know.'





Panduan Untuk Pemandan Rambut Psoriasis Kulit Kepala

Panduan ringkas ini akan memberi anda maklumat yang berguna sebagai pemula perbualan untuk memahami pelanggan yang mempunyai psoriasis kulit kepala.

APAKAH PSORIASIS KULIT KEPALA?

Psoriasis kulit kepala adalah sejenis penyakit kulit yang kronik. Antara 45 – 55% orang yang hidup dengan psoriasis mempunyai psoriasis kulit kepala. Gejala boleh muncul pada garis rambut, dahi, belakang leher dan kulit di sekitar telinga. Psoriasis kulit kepala boleh mempunyai sisik halus yang kelihatan seperti kelemumur atau kelihatan sebagai plak tebal dan berkerak yang menutupi seluruh kulit kepala. Dalam kes yang jarang berlaku, psoriasis kulit kepala boleh menyebabkan keguguran rambut sementara.

Anda tidak boleh mendapat psoriasis kulit kepala daripada orang lain. Seperti jenis psoriasis yang lain, penyebab psoriasis masih tidak diketahui puncanya. Doktor percaya ia berpunca daripada kerosakan fungsi sistem imun, yang menyebabkan sel kulit membahagi dan berkembang terlalu cepat sehingga kulit bertompok dan bersisik. Anda mungkin lebih berkemungkinan mendapat psoriasis kulit kepala jika ia berlaku dalam keluarga anda.

Terdapat rawatan yang berkesan untuk psoriasis kulit kepala, walaupun kadang kala sukar untuk dirawat sepenuhnya. Psoriasis boleh menjadi gatal dan sakit, terutama jika terdapat rekahan pada kulit. Ini boleh mengakibatkan perasaan rendah diri dan pesakit bimbang atau sukar untuk mendapat perkhidmatan daripada pemandan atau tukang gunting rambut.

GARIS PANDUAN TUKANG GUNTING RAMBUT

KETIKA BERURUSAN DENGAN PESAKIT PSORIASIS KULIT KEPALA

Berinteraksi dengan pesakit yang mempunyai psoriasis kulit kepala memerlukan pendekatan yang lembut dan sopan, kerana keadaan ini boleh menjadi tidak selesa secara fizikal dan mencabar emosi. Berikut adalah beberapa garis panduan yang boleh diikuti:

- **Berikan sambutan, sokongan dan empati kepada pesakit**
Buat pelanggan anda berasa selesa dan dialu-alukan. Kenali bahawa psoriasis kulit kepala boleh menyusahkan pesakit. Mulakan perbualan dengan bertanya bagaimana mereka mahu rambut mereka digayakan atau jika terdapat sebarang kebimbangan khusus yang berkaitan dengan keadaan mereka.
- **Menawarkan tempat yang tenang dan selamat**
Pastikan ruang peribadi atau sunyi untuk pelanggan anda jika mereka ingin berbincang dengan anda tentang keadaan mereka.
- **Kekalkan Profesionalisme**
Layan pesakit dengan tahap penghormatan dan kesopanan yang sama seperti pelanggan lain. Simpan perbualan anda dengan pelanggan anda secara peribadi. Simpan rekod rawatan penjagaan kulit kepala pelanggan.
- **Jadilah pendengar yang aktif**
Jadilah pendengar yang baik semasa perundingan untuk membina keyakinan dan hubungan baik. Dengan mendengar secara aktif kepada pelanggan anda, pelanggan anda mungkin lebih terbuka untuk bercerita tentang kulit kepala mereka, dan jika sesuai, anda juga boleh bertanya lebih lanjut.
- **Memeriksa kulit kepala pelanggan**
Maklumkan kepada pelanggan bahawa anda ingin memeriksa kulit kepala untuk mengenal pasti kerengsaan dan masalah kulit kepala. Jika terdapat masalah, maklumkan kepada pelanggan tentang perkara yang anda lihat dan maklumkan kepadanya bahawa dia harus dirujuk kepada pakar perubatan untuk mendapatkan nasihat lanjut. Cadangkan untuk menagih rawatan jika kulit kepala merekaah atau berdarah.

- **Berikan Keyakinan**

Berikan keyakinan kepada pelanggan agar tidak bimbang sekiranya rambut menipis. Maklumkan kepada mereka bahawa psoriasis kulit kepala boleh menyebabkan keguguran rambut, tetapi ia akan tumbuh semula apabila keradangan dan sisik telah hilang.

- **Keluarkan sisik yang longgar**

Keluarkan sisik yang longgar dengan menyikat rambut secara perlahan, cuma berhati-hati agar tidak menggaru kulit kepala.

BAGAIMANA TUKANG GUNTING BOLEH MEMBANTU?

Pakar rambut berada dalam kedudukan yang unik untuk membantu pelanggan, melalui kepercayaan dan hubungan baik semasa memberikan perkhidmatan. Mereka boleh menggunakan kedudukan ini untuk membantu pelanggan yang mempunyai psoriasis kulit kepala untuk berasa lebih selesa dan tenang. Terdapat laporan yang menunjukkan psoriasis boleh memberi impak kepada kesihatan mental. Maka, perbualan yang yakin dan santai dengan pelanggan anda akan membawa kepada pengalaman yang lebih selesa, tenang dan baik secara keseluruhannya.

MENGUTAMAKAN KESELESAAN PELANGGAN

Jika pelanggan anda tidak menyebut berkenaan psoriasis kulit kepala mereka kepada anda, ini mungkin kerana mereka sedar tentangnya. Anda boleh mulakan perbualan dengan bertanya salah satu daripada yang berikut:

'Saya tidak pasti sama ada anda sedar tetapi kulit kepala anda tidak kelihatan baik.' Beritahu pelanggan anda apa yang anda lihat dan nasihatkan mereka untuk mendapatkan nasihat perubatan, jika mereka belum berbuat demikian.

'Sebelum kita mula, beritahu saya tentang sebarang permintaan tentang cara potong dan gaya rambut anda. Contohnya, jika anda tidak mahu saya menggunakan pengering rambut, atau inginkan air pada suhu tertentu atau lebih suka saya menggunakan jenis berus tertentu, mana-mana permintaan seperti ini sila beritahu saya.'



Imbas di sini untuk melihat web





Questionnaire to assess the awareness of hairdressers regarding scalp psoriasis

Distributed to participants of Workshop on Scalp Psoriasis

March 9, 2024, Worq KL Sentral, Level 20, Menara 1 Sentrum, 201, Jalan Tun Sambanthan,
Brickfields 50470 Kuala Lumpur

Dear Participant,

This survey aims to assess the awareness of hairdressers regarding scalp psoriasis. Your valuable insights will contribute to a better understanding of the challenges faced by individuals with scalp psoriasis and how hair professionals can play a supportive role. The survey is anonymous, and your responses will be kept confidential.

Section 1: Demographic Information

1.1 Age:

1.2 Gender:

1.3 Years of experience as a hairdresser:

Section 2: General Awareness

2.1 Have you heard about scalp psoriasis before taking this survey? a) Yes b) No

2.2 If yes, how would you rate your current knowledge of scalp psoriasis?

a) Very knowledgeable

b) Somewhat knowledgeable

c) Not very knowledgeable

d) Not knowledgeable at all

Section 3: Recognition and Identification

3.1 Can you identify common symptoms of scalp psoriasis?

a) Yes

b) No

3.2 How confident are you in recognizing scalp psoriasis during a hairdressing appointment?

a) Very confident

b) Somewhat confident

c) Neutral

d) Not very confident

e) Not confident at all

Section 4: Communication and Approach

4.1 Have you ever encountered a client with scalp psoriasis in your salon?

a) Yes

b) No

4.2 If yes, how comfortable do you feel discussing scalp psoriasis with clients?

- a) Very comfortable
- b) Somewhat comfortable
- c) Neutral
- d) Not comfortable
- e) Not comfortable at all

4.3 How do you typically approach a client with scalp psoriasis to ensure a positive salon experience?

Section 5: Training and Resources

5.1 Have you received any formal training or education on scalp conditions, including psoriasis?

- a) Yes
- b) No

5.2 If yes, please describe the training you received.

5.3 What additional resources or training do you believe would be helpful in enhancing your knowledge of scalp psoriasis and how to handle it in a salon setting?

Section 6: Collaboration with Healthcare Professionals

6.1 In your opinion, how important is it for hairdressers to collaborate with healthcare professionals when dealing with clients who have scalp psoriasis?

- a) Very important
- b) Somewhat important
- c) Neutral
- d) Not very important
- e) Not important at all

6.2 Have you ever referred a client with suspected scalp psoriasis to a healthcare professional?

- a) Yes
- b) No

Thank you for taking the time to complete this survey. Your inputs are valuable in improving the awareness and support for individuals with scalp psoriasis within the salon environment.

**SNAPS OF SCALP PSORIASIS WORKSHOP
ON MARCH 9, 2024 AT WORQ, MENARA 1 SENTRUM, BRICKFIELDS**



Presentation on scalp psoriasis
by Dr Moonyza Akmal



Dr Moonyza answering a question from the
floor



Welcoming remarks by President of PAM



Opening remarks by Dr Raoul



A successful end to the workshop

APPENDIX D

SUGGESTED PRESS RELEASE ON IRPA SOLIDARITY FUND PROJECT: Raising Awareness of Scalp Psoriasis among Hairdressers in Klang Valley, Malaysia

Guidelines to Empower Hairdressers in Support of Psoriatic Clients in Malaysia

Talking to their psoriatic clients need not be a painful exercise anymore for hairdressers and barbers following release of a set of ground-breaking guidelines prepared by the Psoriasis Association of Malaysia (PAM) specifically tailored for hairdressers and barbers. These guidelines –prepared under an IFPA funded project - serve as invaluable tools, facilitating empathetic and informed interactions with psoriatic clients while also providing essential insights into scalp psoriasis.

Endorsed by a diverse array of stakeholders, including the Malaysian Bumiputera Barbers Association (MBBA), Bumiputera Hairdressing Association Malaysia (BUHA), Malaysian Indian Hairdressing Salon Owners Association (MINDAS), and Malaysian Hairdressing Association (MHA), these guidelines mark a significant stride towards fostering a more inclusive and supportive salon environment.

At a recent workshop convened by PAM on March 9, 2024, in Kuala Lumpur, participants were enlightened on the pivotal role of hairdressers in uplifting the spirits of psoriatic individuals. Dr. Raoul Siebert, Deputy Director of Health Services, Department of Health, Federal Territory of Putrajaya, underscored this role, emphasizing that hairdressers serve as advocates for their clients' overall well-being. By acquainting themselves with the guidelines prepared by PAM, hairdressers will be better equipped to dismantle the stigma surrounding psoriasis and, instead, promote an environment marked by compassion and understanding.

According to Puan Siti Nurelinda Abu Bakar, President of BUHA, the release of these guidelines is timely as they help to forge a closer rapport between psoriatic clients and their hair-care professionals. She added that collaboration with bodies such as PAM can contribute towards fostering empathy, dispelling myths, and promoting a culture of learning among Malaysia's hairdressing community who can become partners in the journey towards psoriasis awareness and support.

Earlier, Dr. Moonyza Akmal, a consultant dermatologist at Hospital Kuala Lumpur, shed light on scalp psoriasis during a presentation at the workshop. Highlighting that approximately half of psoriasis patients develop scalp psoriasis, Dr. Moonyza debunked misconceptions by affirming that the condition is non-contagious and can be effectively managed with available treatments.

However, a sobering revelation emerged from a survey conducted during the workshop. Dr. K. Thiruchelvam, President of PAM, disclosed that less than 22% of surveyed hairdressers professed knowledge about scalp psoriasis. Furthermore, a mere 15% had received formal training on psoriasis, including scalp psoriasis. These findings

underscore the urgent need for ongoing educational initiatives, spearheaded by organizations such as PAM, the Dermatological Society of Malaysia (PDM), and various hairdressing associations, to bolster hairdressers' understanding of scalp psoriasis.

Prepared by:

Dr K. Thiruchelvam

Psoriasis Association of Malaysia

May 5, 2024