

**HB17-1175**  
**Domestic Violence AWARENESS training for Cosmetologists**  
**Rep Edie Hooton & Sen Rhonda Fields**

**PROBLEM**

The number of DV homicides in Colorado now exceed gang related deaths - 11 out of 44 in Denver last year. This is a trend we're seeing across the country.

Because DV victims are isolated from family and friends by their abusers, law enforcement and public health officials find it very difficult to access them until a tragedy has occurred. Current approaches have had limited success and there is an increasing demand for creative solutions.

**ONE CREATIVE SOLUTION**

The close bond between a hairdresser and a client can provide a rare portal to the DV victim where a phone number, a name, or an address could be safely passed along.

Recognizing the value in the unique relationship between a hairdresser and client, a little education on the nature and signs of domestic violence, coupled with information on local resources that could help the victim find a way out of her (his) situation, is the objective of this bill.

**WHAT THE BILL DOES**

During the biennial relicensure of professions falling under the Barber and Cosmetologist Act, this bill would require a ONE TIME, on-line review of a video, not to exceed an hour, of the various ways domestic violence presents itself and information on local resources that are available to provide support and protection to victims.

DORA would work with a DV provider in developing the educational video. There is no Fiscal Note. The cost of production would be distributed among the 57,000 licensed cosmetologists in Colorado. (For example, \$15,000 video would cost \$.26 per person.)

The beauty industry provides an immense platform for increasing health awareness in many areas including breast cancer, prostate cancer, HIV and AIDS, diabetes and high blood pressure. Increasingly, aestheticians are already playing a significant role in investigations related to elder abuse.

Reaching all cosmetologists across the state about sexual assault and domestic violence by providing a consistent, reliable source of information ensures that this program could make a difference in all Colorado communities, including underserved rural areas.

Hairdressers and aestheticians do not have a trade organization to provide reliable information on issues like domestic violence which is why an online video, to be viewed one-time as a part of relicensure, makes sense. It is a modest and reasonable approach which places very little burden on the stylist and could make a real difference to a client in trouble.