



THE CONFESS PROJECT
of AMERICA

Who We Are & What We Do



The Confess Project of America, Inc. is the national organization supporting local chapters that train barbers and stylists to become mental health advocates, with the mission to build awareness and break stigmas around mental health within the Black community. The organization also trains essential frontline workers to become more empathetic and effective professionals.

1,700+

BARBERS
TRAINED

47+

CITIES WITH
BARBERS
TRAINED

1.8 MIL+

PEOPLE
IMPACTED

The Confess Project was started as a grassroots initiative and is best recognized as 'America's first mental health barbershop movement.' With a scarcity of mental health resources available to the Black community, and a stigma around expressing feelings and personal struggles, The Confess Project sought to reduce the very high suicide rates among Black men. It's been proven that men, especially Black men, are more inclined to have real conversations with their barbers, and as a result, training these barbers to effectively react to and support their clients was a natural focus.

OUR WHY:

Suicide is the 3rd leading cause of death for Black men ages 18-24

Only 3-4% of Mental Health Professionals are Black

The Confess Project of America and its local chapters use therapeutic-based frameworks that train barbers to listen to their clients, validate their feelings, positively communicate and reduce the stigma around mental health. For public safety workers, training focuses on relevant race and cultural identity strategies to help them better understand the feelings and emotions of young Black men and children within the community.

The Confess Project of Atlanta is opening a mental health clinic to further support those reached through the training and offer clinical support as needed.



The organization is run by therapists, scientists, academics and community advocates who are all singularly focused on helping everyone better understand and navigate the challenges of mental health.



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