

Evaluating Impact of Mobile Community Education Engagement Initiative on Perceptions and Behaviors Related to Clinical Research Among Underrepresented Populations

Investigators

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Project Summary

This research project is designed to cultivate community engagement and establish community ownership of a program that brings a mobile educational exhibit about clinical research into diverse communities. Working together, the Center for Information and Study on Clinical Research Participation (CISCRP) and engaged community partners will bring a mobile educational exhibit about clinical research to various cities for two weeks. The exhibit will be staffed by local community educators and located at strategically selected cultural, sporting and health-related events within diverse areas. CISCRP will solicit feedback from community partners to identify improvements and develop best practices for grassroots community engagement. The researchers will conduct surveys among exhibit guests at three key time points to understand how mobile, community-based education affects their attitudes and experiences with clinical research. This pilot program is an innovative initiative to support a range of community partners in bringing clinical research education to their communities. This research will provide critical insights into the impact of this grassroots program model on diverse communities' perceptions of, and engagement with, clinical research.

Populations Served: American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, White, and Hispanic or Latino

Goals/Aims:

- Determine best practices for grassroots engagement with diverse communities.
- Identify inclusive, informative, and engaging programming for diverse communities.
- Evaluate how participation in the mobile exhibit affects diverse communities' attitudes and behaviors around clinical research.

Publications/Abstracts/Posters, etc.

- Manuscript in preparation.