



# Faster Together, Enhancing the Recruitment of Minorities in Clinical Trials

TRIAL INNOVATION NETWORK WEBINAR

MAY 15, 2019

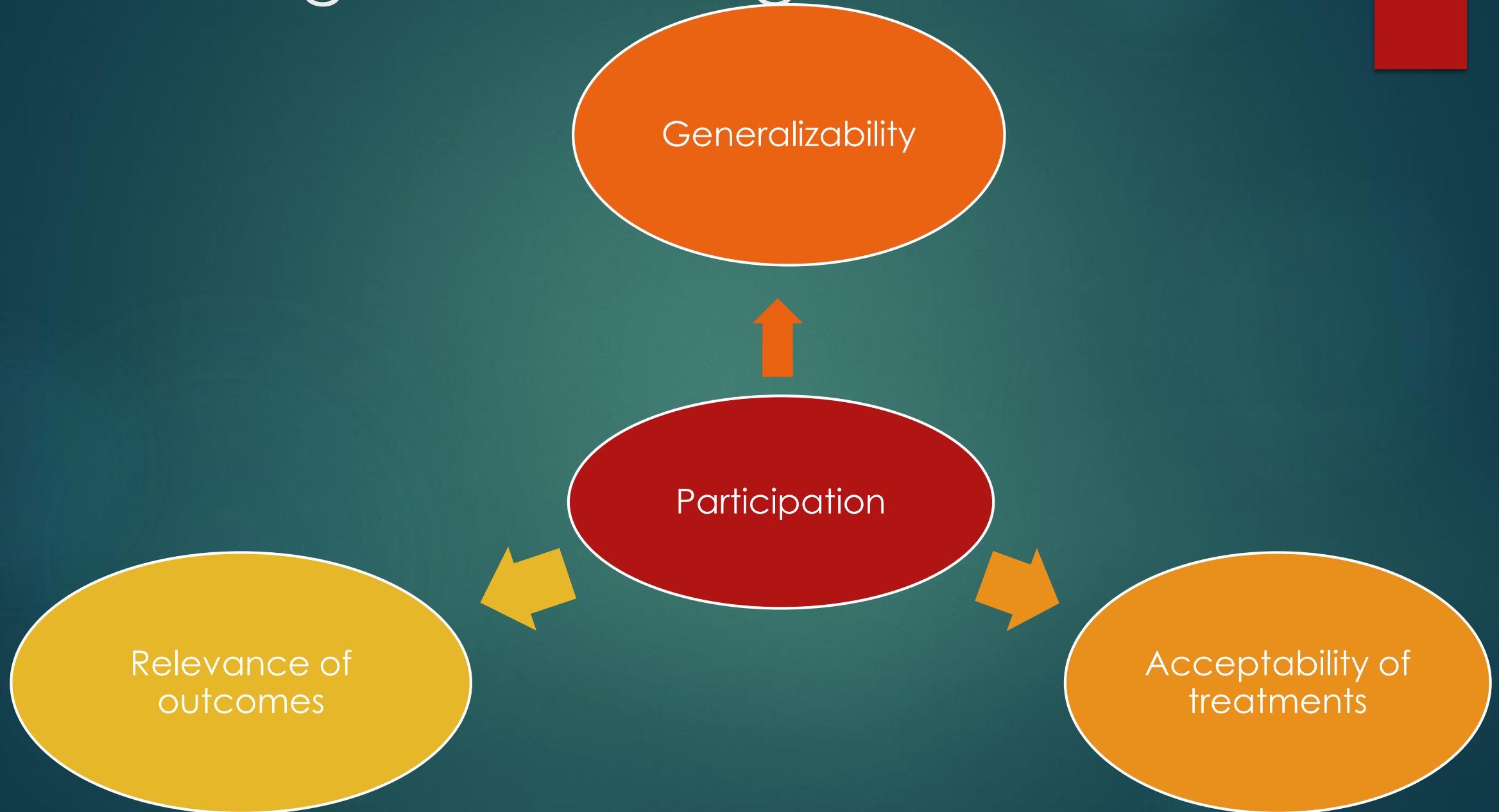
VICTORIA VILLALTA-GIL, MSC, PHD, MEHARRY-VANDERBILT ALLIANCE, VANDERBILT UNIVERSITY MEDICAL CENTER (VUMC)

TANEYA KOONCE, MLIS, MPH, CENTER FOR KNOWLEDGE MANAGEMENT (CKM), VUMC

ELIZABETH FRAKES, MSIS, CKM, VUMC

SHEILA KUSNOOR, PHD, CKM, VUMC

# Faster Together: background



# Faster Together: hypothesis

1. Culturally and linguistically tailored recruitment tools, materials, and services increase enrollment and retention of underrepresented minorities in clinical trials.
2. Recruitment plans developed with input from underrepresented minority communities yield higher rates of enrollment and retention of those groups in clinical trials.
3. Research teams trained in approaches to engaging underrepresented and marginalized communities enroll and retain more minority participants in clinical trials.

# Culturally Tailored Recruitment Materials

Focus Groups

Literature Review

Guidelines for developing culturally tailored recruitment materials for research studies for African American and Hispanic/Latino populations.

**Pilot Study**

Community Advisory Board



# Recruitment plans

- ▶ Based on Recruitment Plan Template developed by RIC
- ▶ Survey (reviewed by CAB members)
  - ▶ (N=62): 10 academics, 10 advocacy leaders, 42 boots on the ground recruiters
  - ▶ Open and closed questions:
    - ▶ Rate recruitment activities regarding their experience as being more effective
    - ▶ Gain feedback and gather other knowledge.
- ▶ Re-shape recruitment plan template with knowledge provided by experts in the recruitment of minorities.

# Training researchers

Identified 8 Key areas for a recruiter to enhance their skills, knowledge and abilities to recruit minorities.

1. Understanding the Need to Increase Minority Recruitment in Clinical Trials	5. Outreach with Community Health Care Providers
2. Key Principles of Community Engagement	6. Effective Screening, Education, and Decision Support
3. Reaching Out Into the Community: Effective Communication	7. Managing an Effective, Person-Centered Consent Process
4. Educating Potential Research Participants	8. Person-Centered Retention

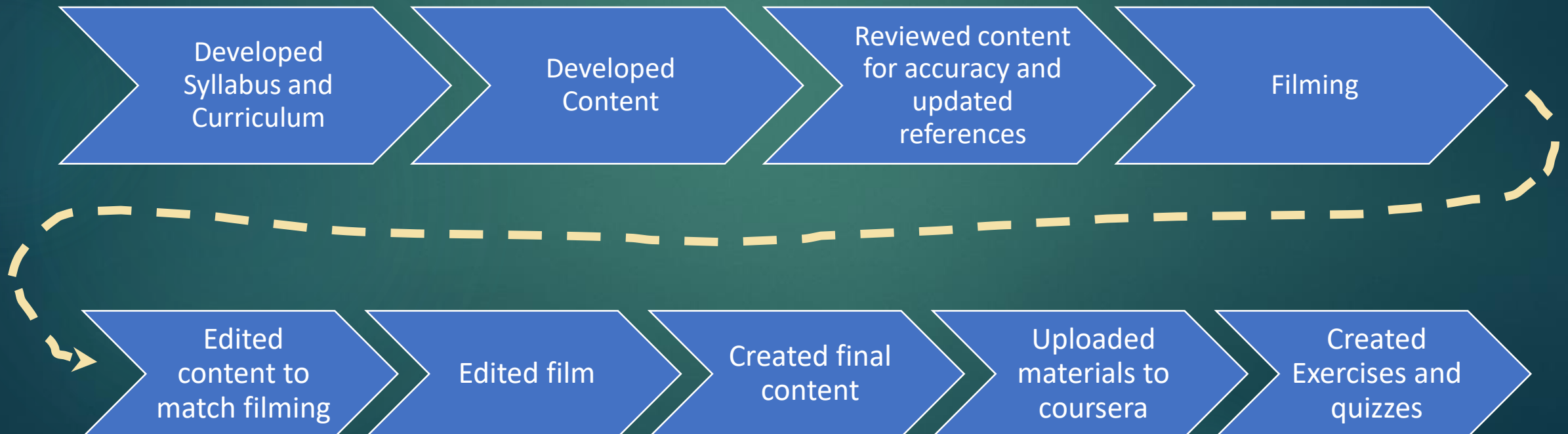
# Process

**Content Experts:** Margo Michaels, MPH; Yvonne Joosten, MPH; Tiffany Israel, MSSW; Consuelo H. Wilkins, MD, MSCI.

**Content Editors:** Center for Knowledge Management team

**Filming:** Art Magic Labs

**Facilitators:** Faster Together team





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# Faster Together, Enhancing the Recruitment of Minorities in Clinical Trials

**Enroll**

Starts Apr 09

Financial aid available

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<https://www.coursera.org/learn/recruitment-minorities-clinical-trials>





# The Center for Knowledge Management (CKM)

# VUMC Center for Knowledge Management (CKM)



*Fueled by VUMC's transformative programs, discoveries, and learning health systems, CKM proactively engages in the **collection, translation, and curation** of **external and internal knowledge and data**, to best inform and document the decision processes of the organization.*

The Center for Knowledge Management (CKM) is led by  
**Nunzia Bettinsoli Giuse, MD, FACMI, FMLA**

<https://www.mc.vanderbilt.edu/ckm/>



# CKM & Faster Together Collaboration

## CKM contributions

- ▶ evaluating learning platforms
- ▶ reviewing content to ensure it was supported by the best evidence and adhered to clear communication best practice
- ▶ implementing the course into Coursera

Spring  
2018

- CKM joins team
- Analysis of learning platforms
- Content development

Fall 2018

- Video filming & iterative rounds of video edits
- Community Advisory Board feedback

April 2019

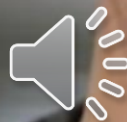
- Course goes live!

# Course Introduction



- Course is appropriate for anyone who is doing research on humans
- Why it is so important for minorities to participate
- Importance to science and relevance to all populations
- Introduction of course instructors who have experience with research as well as engaging with communities
- Humility is the foundation of being an effective recruiter

# Testimonials



**WENDALL**  
RESEARCH PARTICIPANT



2:42 / 4:56





# Sample Reading Assignments

## Infamous examples of abuses in human research

Historical abuses in research continue to influence people's thoughts about participating in clinical research today. Many minority groups feel mistrust about research and health care. These feelings must be addressed.

Click on the links below to learn about past research abuses:

- [Tuskegee syphilis study \(1932-1972\)](#)
- [Guatemala syphilis experiment \(1946-1948\)](#)
- [Henrietta Lacks- HeLa Cells \(1951\)](#)
- [Willowbrook hepatitis studies \(1950s-1970s\)](#)
- [Havasupai Indians \(beginning in 1990s\)](#)

### Optional reading assignment:

Visit the following website to see more examples of past abuses and learn about the history of research ethics:

- <https://www.niehs.nih.gov/research/resources/bioethics/time>

## Readability

### Learn more about readability:

Read "How to Determine Reading Level" and "Quick Reference Guide for Improving Readability," found on pages 11-14 of the PRISM Readability Toolkit. Access the toolkit here:

[https://prism.kpwashingtonresearch.org/documents/PRISMReadabilityToolkit\\_ThirdEdv6\\_062210.pdf](https://prism.kpwashingtonresearch.org/documents/PRISMReadabilityToolkit_ThirdEdv6_062210.pdf)

### Tool to check reading level:

The WebFX Readability Test Tool provides a quick way to check the reading level of text. It uses several readability guides. Take a moment to visit the website: <https://www.webpagefx.com/tools/read-able/>