

Changing the Face of Clinical Research at Duke through Community Outreach and Engagement

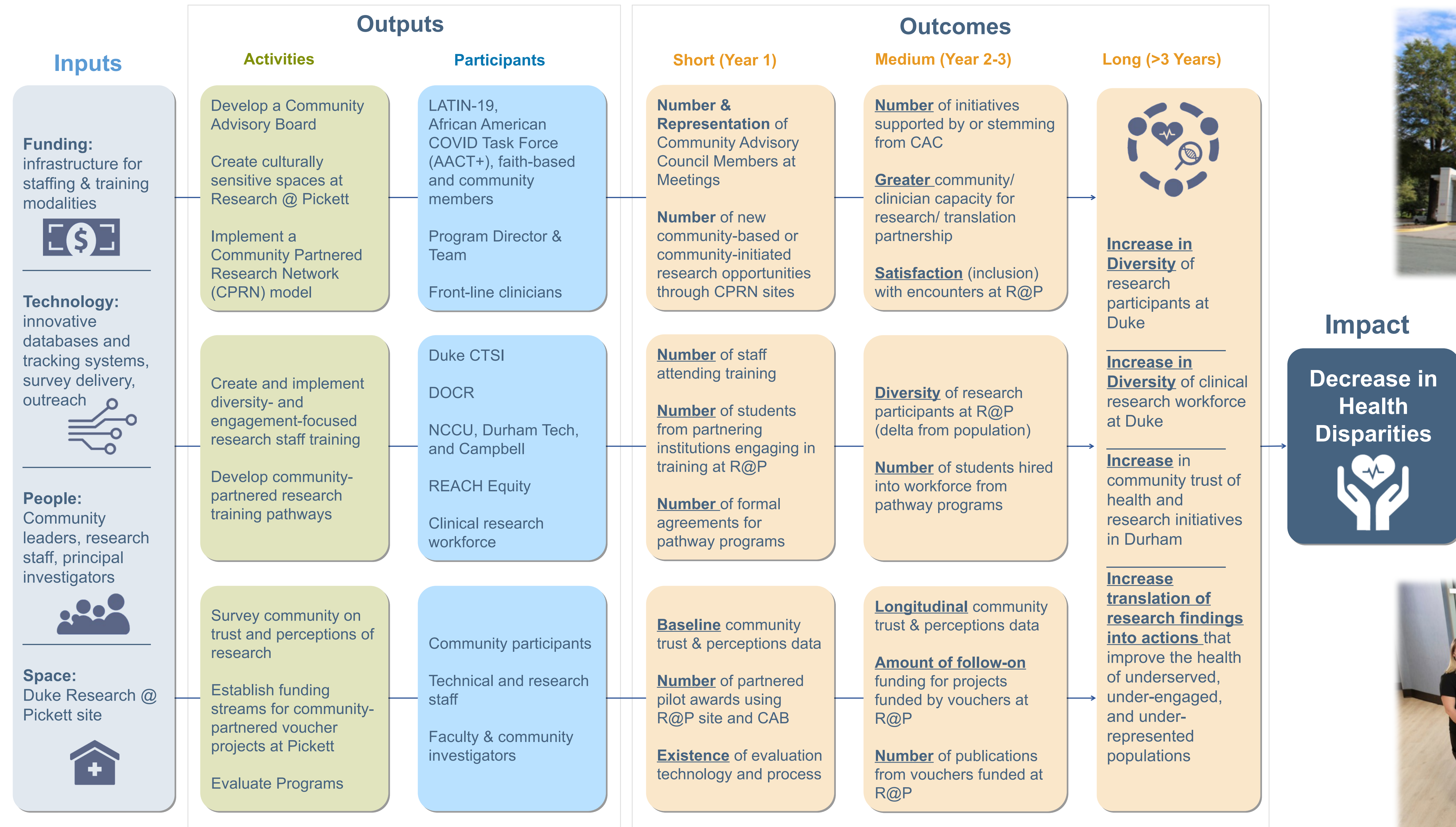
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Aim 1: Develop a sustainable and culturally relevant network of community-partnered research locations to increase awareness, access, and diverse participation in clinical research in Durham

Aim 2: Leverage community strengths, assets, and partnerships to build trust through bidirectional co-learning and community-based outreach and education with community experts

Aim 3: Develop, integrate, and evaluate diversity in a Duke-NCCU-led research workforce program



Logic Model | Duke Research @ Pickett | A community outreach and engagement initiative

This project, funded through The Duke Endowment (6996 SP), will address the need to increase diversity in the clinical research population and the clinical research workforce at Duke, through a comprehensive model that has been designed with community insights and expertise from three actively engaged community councils. This project will leverage a new clinical research site in Durham – the Duke University SOM Research at Pickett (R@P) Road - and develop a robust community outreach initiative with the overall goal to improve the health of our community and decrease health disparities.

ABSTRACT: 2022 ELAM Institutional Action Project

Project Title: Changing the Face of Clinical Research at Duke through Community Outreach and Engagement

Name and Institution: Susanna Naggie, MD, MHS, Duke University School of Medicine (SOM)

Collaborators and Mentors: Nadine Barrett, PhD, Ebony Boulware, MD, MPH, Keisha Bentley-Edwards, PhD, Mina Silverberg, PhD, Denise Snyder, MS, RD, Michelle Lyn, MBA, MHA, Joe McClernon, PhD

Topic Category: Research

Background/Significance of project: Lack of diverse participation in clinical research and trials is an ongoing national problem that significantly contributes to health disparities. While African Americans and Latino(x) make up 13% and 18% of the US population, they only account for 5.4% and 7.5% clinical trial participants, respectively. Lack of diverse participations also compromises generalizability of research findings, raises concerns around biased reporting of adverse effects, and limits the potential benefit for underrepresented groups. Current research underscores a national need for content-specific trainings to build researcher skills in cultural sensitivity, implicit bias recognition and mitigation, and authentic community engagement and outreach. Given the dearth of underrepresented race and ethnic groups in the research workforce there remains a critical need to develop and/or enhance training programs.

Purpose/Objectives: This project, funded through The Duke Endowment (funding period July 1, 2021-June 30, 2024), will address the need to increase diversity in the clinical research population and the clinical research workforce at Duke through a comprehensive model that has been designed with community insights and expertise from three actively engaged community councils. This project will leverage a new clinical research site in Durham – the Duke University SOM Research at Pickett (R@P) Road - and develop a robust community outreach initiative with the overall goal to improve the health of our community and decrease health disparities.

Methods/Approach/Evaluation Strategy: In collaboration with Clinical and Translational Science Institute's Evaluation and Strategic Planning team, we will develop and execute a program evaluation plan for the aims of this project. Throughout the funding period, we will institute a continuous improvement cycle in which we measure and track key indicators and outcomes; develop and implement strategies for improving metrics and outcomes; and evaluate the impact of actions taken. Specific areas for evaluation include:

- Recruitment/enrollment diversity
- Participant experience
- Community partner satisfaction
- Workforce development

Outcomes/Results: The overall goal of this project is to establish an outpatient clinical research hub and develop a community-partnered research network to improve health and decrease health disparities. This will be accomplished through the following aims:

Aim 1: Develop a sustainable and culturally relevant network of community-partnered research locations to increase awareness, access, and diverse participation in clinical research in Durham.

Aim 2: Leverage new and existing community strengths, assets, and partnerships to build trust through bidirectional co-learning and community-based outreach and education with community experts.

Aim 3: Develop, integrate, and evaluate diversity in a Duke-NCCU-led research workforce program.

Discussion/Conclusion with Statement of Impact/Potential Impact: This project intends to unify schools, institutes, and centers across Duke University to ensure equity in access to clinical research for underrepresented populations and increase diversity in our research workforce. In partnership with the Durham community we will develop and implement programs, practices, and policies that will remove barriers to research participation, increase diverse participation in clinical research, build community trust, and reduce health disparities.