

# An Innovative Community-Informed Education & Recruitment Program for Increasing Clinical Research Participation within the Black Community

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## INTRODUCTION

- **African Americans** are:
  - 2x more likely to develop Alzheimer's disease (AD) compared to other racial and ethnic groups. <sup>1</sup>
  - under-represented in AD clinical research, particularly in longitudinal studies. <sup>2</sup>
- The AHEAD Study is a multicenter randomized double-blinded placebo-controlled trial to evaluate the efficacy and safety of Lecanemab in 1,400 participants with preclinical AD across the globe.
- A key goal of the AHEAD Study is to randomize at least 15% of participants from underrepresented races and ethnicities.
- Our goal is to increase awareness about AD and clinical research and improve participation among members of the **Black community** in the AHEAD Study by developing and implementing a **Community Education and Recruitment Program (CERP)**.

## RESEARCH STRATEGY

Through a one-year AHEAD Sub-study, Eastern Virginia Medical School (EVMS) and Hampton University (HU), which is a Historically Black Colleges and Universities (HBCU), partnered and carried out the following key activities, to target predominantly Black churches, senior centers, health fairs, fraternities/sororities and civics events within the Black community in the Hampton Roads area of Virginia (Table 1).

Table 1.

| Key Activities                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>April 2022 – June 2022</b>                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• Established a Community Advisory Board (CAB) and Ministerial Alliance (MA) to guide the development and implementation of the CERP.</li> <li>• Developed culturally informed educational outreach materials &amp; a recruitment toolkit.</li> <li>• Hired and trained two Part-time Black Community Health Workers (CHW)</li> </ul> |
| <b>July 2022 – April 2023</b>                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• Implemented the CAB-informed community education and outreach program by actively starting to recruit for the AHEAD Study through community outreach activities throughout the Hampton Roads area.</li> <li>• Church educational luncheons implemented as part of the Purple Sunday Outreach Program.</li> </ul>                    |
| <ul style="list-style-type: none"> <li>• Data collected to measure success metrics as outlined in Table 2.</li> </ul>                                                                                                                                                                                                                                                        |



- The Community Advisory Board (CAB) is comprised of 10 members of the Hampton Roads community. They include laypersons, community leaders, and stakeholders (i.e., Black civic group members, educators, service providers, and the first AHEAD Study African-American participant).
- The Ministerial Alliance is comprised of 4 pastors from large, predominately Black churches in urban and/or rural localities in southeastern Virginia

## RESULTS

As of January 2024 :

- Our team has participated in 63 community outreach events with over 6305 attendees.
- A total of 248 Black participants have shown interest in the study, as detailed below.
- A total of 152 community members were prescreened for the AHEAD Study, to date, 76 have passed the prescreen.

Table 2.

| Event Type                  | No. of Participants |                             |                                 |
|-----------------------------|---------------------|-----------------------------|---------------------------------|
|                             | Event Attendance    | Sign-up for the AHEAD Study | Prescreened for the AHEAD Study |
| Purple Sunday Church Events | 1119                | 149                         | 103                             |
| Expos                       | 2005                | 55                          | 19                              |
| Health Fairs/Events         | 3032                | 36                          | 15                              |
| Retirement Community Talks  | 48                  | 11                          | 10                              |
| Senior Center Talks         | 154                 | 29                          | 15                              |
| Other Events                | 1910                | 13                          | 8                               |
| <b>Total</b>                | <b>8269</b>         | <b>293</b>                  | <b>170</b>                      |

## DISCUSSION

Partnering with key community stakeholders thru a community-informed education and recruitment program has proven to be highly effective in circumventing sociocultural barriers to research participation by members of underrepresented groups.

## ACKNOWLEDGMENTS:

**Community Health Workers:** Hermione Everett, MSN, RN  
Beya (Grace) Kabengela, BSPH

**Research Coordinator:** Kaitlin Romm, MS, LAT, EVMS

Financial Disclosure: This study was supported by an Alzheimer's Association Grant (SG-22-877415-AHEAD).

References:

