

Co-Create Your Roadmap to Community Engagement

A collaborative session on community engagement in clinical research. Explore key principles, best practices, and create tailored roadmaps for meaningful partnerships.

Site Solutions Summit™



FACULTY DISCLOSURE

In compliance with ACCME Guidelines, I hereby declare:

I do not have financial or other relationships with the manufacturer(s) of any commercial services(s) discussed in this educational activity.

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Criteria for AWARDING CONTACT HOURS

Applicants must be present during the “live” event, contact hours are not issued for recordings.
Applicants must attend the activity the whole time, missing no more than ten minutes of the activity.

Applicants must complete the post-meeting survey with a score of at least 70%.

Applicants must complete the post meeting survey evaluation questions.

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The What and Why of Community Engagement

Community engagement ensures that every patient, regardless of background, can access clinical trials that are necessary to deliver innovative treatments to improve lives.

Community Engagement

Focuses on relationship-building, trust and mutual understanding. It is a two-way street of communication

Community Outreach

Transactional, one-way, event based focused on spreading information rather than fostering relationships.

Why Community Engagement Matters

Research Participation

Increased research participation, particularly among historically underrepresented groups.

Community Representation

Enhanced representation of underserved communities in clinical trials.

Public Trust

Greater public trust in research institutions and the research process.

Research Understanding

Improved understanding of research, leading to increased community support.



Your Roadmap For Community Engagement

Build Relationships

Secure Resources

Assess Community Landscape

Best Practices

Assessing Your Community Landscape



Building effective community healthcare partnerships starts with understanding your landscape.

By taking the time to truly understand your community, you can develop tailored outreach initiatives that resonate and drive meaningful impact.



Assessing Your Community Landscape



Define Community & Goals

What is your scope and purpose? How do you define community?



Key Considerations

- Community Needs
- Healthcare access
- Information Sources
- Support Systems
- Your Team's Role
- Data & Research



Community Partners Map



Individual Assets Individuals and their <ul style="list-style-type: none"> • Skills • Talents • Experiences Consider: <ul style="list-style-type: none"> • Professional • Personal • Resources • Leadership • Networks 	Institutional Assets Churches Colleges and Universities Elderly Care Facilities Fire Department Hospitals and clinics Mental health facilities Libraries Police Department Schools Utilities Transportation	Organizational Assets Community Centers Radio/TV stations Small businesses Large businesses Home-based enterprises Religious organizations Nonprofit organizations Clubs Citizen groups Business associations Cable and phone companies
Governmental (State and Federal) Assets City Government State Capital Bureau of land management Economic Development Dept. Forest Service Military facilities School Service Center Small Business Administration State Education Agency Telecommunications agency	Physical and Land Assets Agriculture Energy resources Forest Industrial areas Lakes, ponds, streams Mining Natural resources/landmarks Parks/recreation areas Vacant land Waste resources	Cultural Assets Historic/Arts groups Ethnic/Racial diversity Heritage Crafts, skills Cultural traditions

Source: Bonner Curriculum: Community Asset Mapping

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Build and Maintain Relationships



Building and maintaining strong relationships are vital for successful community engagement and collaboration.



Build and Maintain Relationships

Early Engagement

- ✓ Early engagement builds trust.

Transparency & Active Listening

- ✓ Listen objectively to needs and concerns of partners and the communities they serve.
- ✓ Communicate authentically – be vulnerable, share what you don't know and where you need help.



Consistent Communication

- ✓ Establish regular touchpoints to keep the community engaged and connected.

Empowered Engagement

- ✓ Foster collaboration towards mutual goals.
- ✓ Ask “how can we support you in your service to the community?”

Bridging the Gap

Cultural Sensitivity

Respect local values. Acknowledge traditions. Tailor approaches. Show cultural awareness.

Community Needs

Address relevant issues. Focus on priorities. Be responsive.

Historical Context

Recognize past experiences. Learn from history. Acknowledge injustices. Build on shared knowledge.



Best Practices for Engagement



Tailoring your engagement approach helps meet the unique needs of your community.





Best Practices for Engagement

Fit for Purpose

Ensure engagement meets the unique community needs

Address Barriers

Identify and mitigate obstacles

Diversify Engagement

Use a variety of communication methods, and tailor approaches for different groups.

Sustainable Efforts

Aim for enduring community relationships. Avoid one-time efforts.

Practical Engagement Examples

1

Community-Based Partnerships

Attend community events. Establish a presence at community centers. Join advocacy or support groups.

2

Healthcare Partnerships

Collaborate with trusted professionals. Offer free health screenings and educational materials. Host a health fair.

3

Digital Platforms

Leverage online tools for outreach. Expand your reach with digital strategies.

4

Address Barriers

Go to the community. Remove logistical barriers. Encourage inclusion.

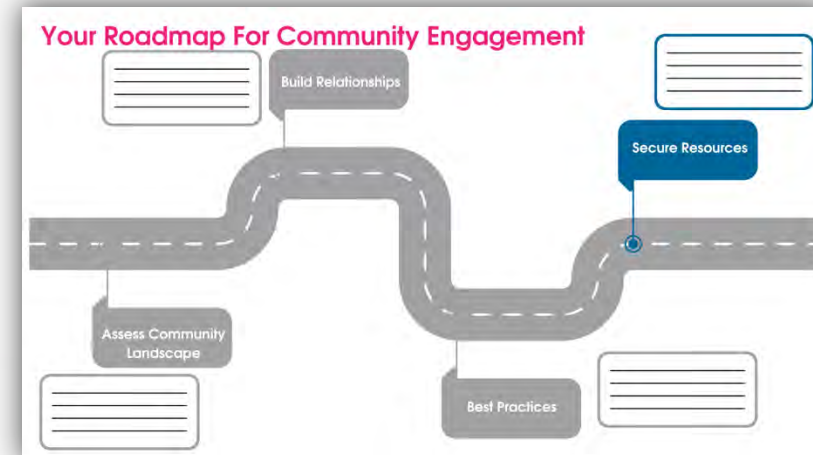


Maximizing Resources for Community Engagement



Effective community engagement requires dedicated resources and strategic planning.

Learn how to optimize your approach, demonstrate impact, and secure funding.



Strategic Resource Allocation

Workforce Optimization

Maximize existing staff. Repurpose time for outreach. Consider cross-training opportunities.

Leverage Technology

Use existing systems. Explore cost-effective tools. Automate tasks where possible.



Demonstrating Impact Through Key Metrics

Partnerships Formed

Track collaborations with community organizations.

Community Feedback

Actively gather and analyze community perspectives.

Participant Inclusion

Ensure inclusive representation in engagement efforts.



Securing Funding



Explore Partnerships

Seek collaborations with sponsors and advocacy groups.

Pursue Grant Opportunities

Research and apply for relevant grant programs.

Just Ask!

Clearly communicate needs to sponsors and CROs.

The study of today funds the pre-work of tomorrow.



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Commitment to Action:

1

Consider Insights

Consider the key insights from today's session.

2

Select Action

Select one specific action to implement.

3

Write Commitment

Write down your commitment to the action.

4

Implement Quickly

Implement your chosen step within the 30 days.

Celebrate
Success!

Global Site Solutions Summit™

Site Excellence in Patient Inclusion Award



Celebrates sites that are placing patients first, employing novel strategies to enhance patient experiences, and promoting community health and clinical trial education.

Through their efforts, they have fostered trust, instilled hope, and made a lasting impact on the lives of their communities.

Submission deadline: August 11th

Look for Post-Session Outputs!

White Paper Development

IncluDE Toolkit Component
Component

Webinars

...& More!!!

***For questions, feedback or follow up,
email info@myscrs.org***

